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ANNUAL TRADE JOURNAL MARKET LIST

JUN 15 1949

# *The* AUTHOR & JOURNALIST

DECEMBER, 1948

25 CENTS



No "Me and Joe" stories for him!  
(Ted Kesting, Editor, *Sports Afield* . . . Page 3)

## TELEVISION'S "GROUND FLOOR"

By Wesley Bechtel

## SIMULATING SCENES IN STORIES AND FEATURES (Illustrated)

By Montgomery Mulford

## STORY ANALYSIS CHART (Number Three)

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## LET'S HAVE SOME AMAZING GOVERNMENTS

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## SHORT AND SNAPPY!

By Helen Casselman

## MOSTLY PERSONAL

By Margaret A. Bartlett

## LITERARY MARKET TIPS

Verse — "Open Wider,  
Please," by M. M. Parish

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In the HEART of the publishing district.

"If it can be sold—I can sell it."

# MOSTLY PERSONAL

By MARGARET A. BARTLETT, Publisher



Margaret A. Bartlett

Although Ted Kesting, editorial director of *Sports Afield*, Minneapolis, Minnesota (see our cover) swung into big-time publicity when *Time Magazine* published the story of this magazine's phenomenal rise in popularity, crediting its success to the new editor who took over in 1945, Mr. Kesting is the very soul of modesty in writing his own biography. He says:

"Born Mont Clare, Pa. Schools—Girard College, Pennsylvania School of Industrial Art, Charles Morris Price School of Journalism, University of Pennsylvania—all in Philadelphia. 'Grew up' in editorial room Curtis Publishing Company, staff of *Country Gentleman*. Held various jobs learning entire editorial process for 10 years. Came to *Sports Afield*, as editor, January, 1945. At present editor and executive vice president *Sports Afield Publishing Co.*

"Married, one child—daughter, one year old. Live on farm, Lake Virginia—three miles west of Excelsior, Minnesota. Raise Weimaraner dogs and horses—particularly interested in thoroughbred hunters. Have not had much time for hunting in spite of being editor of country's largest outdoor magazine, but get good fishing right outside front door of home. Ride almost every morning before coming to office."

Notice, however, that there is reference to "being editor of the country's largest outdoor magazine." I suspect were Mr. Kesting to submit to a polygraph test it would indicate no small amount of pride in this fact, regardless of his spoken answer to the question put direct. Especially since it was he who turned the trick.

People, Editor Kesting felt when he took over at *Sports Afield*, were tired of the "me and Joe" type of sports story—me and Joe who get up at five in the morning and, even though it is cold and raining, go out and get the limit of bass by 10 o'clock. He saw his readers as a far more intelligent bunch of people—people who want to get a vicarious thrill in reading about the out-of-doors and are interested in all things having to do with outdoor life and nature, even though they cannot spend, in many instances, more than two weeks a year afield.

Reader surveys each month bear out Mr. Kesting's belief: almost 50% of the now 800,000 buyers are college graduates and hold professional or managerial jobs. "They're a pretty intelligent type of sportsman and want more than a rehashed personal narrative about the same routine hunting and fishing trip."

Mr. Kesting's advice to the writer wanting to crack *Sports Afield* is for him to take several issues and study all of the feature material very carefully.

"We like articles of not more than 2500 words length. Good photographic illustrations are essential for fact articles. We are always glad to have

queries or outlines on specific article ideas and give both outlines and completed manuscripts as prompt attention as is possible. *Sports Afield* pays top rates for the field and pays always on acceptance.

Reference to a polygraph a few paragraphs above came about because of some very unsavory news that has gone over the wires from our lovely little city of Boulder in recent weeks—the sex slaying of a pretty young co-ed at the University of Colorado. So baffling was the case, so limited the clues, that the *Denver Post* brought to the scene Erle Stanley Gardner, ace of mystery writers, Dr. Le Moyne Snyder, author of the authoritative text book for peace officers, "Homicide Investigation," and Leonard Keeler, famous for his "lie detector," the polygraph.

Gardner's articles with their give a little here, conceal a little there, with their shadows of suggestions that fired each reader's imagination, had mystery solvers in every home. Just as in my son John's home in Denver. Because of X-ray therapy I am taking, I have to spend part of each week with Johnny and his family. One evening the Gardner story was particularly full of possible clues, of finger-pointing. It was the hour after supper. The two little boys, Jack, going on seven, Bobbie, 16 months, were in high spirits, laughing and running and shouting as little boys are wont to do. John was trying to get his deductions, his conclusions across to me. Suddenly he stopped and shouted at the youngsters: "Hey, can't you kids go somewhere else to play?" Then he added with a serious, far away look in his eyes: "I'm solving a murder!"

In "Stimulating Scenes in Stories and Features," Montgomery Mulford, a former *A. & J.* contributor, shows how he gets illustrations when it is obviously impossible to get pictures of the real victims or law-breakers.

"Television's 'Ground Floor'" by John Wesley Bechtel was checked for accuracy by E. Carlton Winckler, Network Television Program Coordinator, Mutual-Don Lee Broadcasting System, Hollywood. His secretary phoned Mr. Bechtel "Mr. Winckler delighted." We hope you'll feel the same way.

Are you a statistics-hound? Do your ears perk up at the sound of figures falling into place? Then you'll find Helen Casselman's "Short and Snappy," with her findings on sentence lengths. Recently the *Saturday Evening Post's* "Inside Information" ran a series of articles on the findings of John A. Ford, graduate journalism student at the University of Iowa, who analyzed *Post* short stories to show that there is no "formula" for *Post* fiction. He came up with lots of those delectable figures! He found, for instance, that the 5000 words considered ideal length for a magazine story held almost true as an average on 25 stories counted (4850 words was the actual average), yet among these 25 were two stories between 2000 and 3000 words, three, 3000-4000, eight, 4000-5000, nine, 5000-6000, two, 6000-7000, and one, 7000-8000.

(Continued on Page 14)

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Clip this handy calendar—and use it as a reminder, too. If the days continue to pass without sales, you'd better find out why.

Whether your ailment is bad technique or bad marketing, literary agency assistance and representation is your surest cure. We'll be happy to see some of your work.

**TERMS: Professionals:** If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and all other foreign sales.

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**TERMS: Newcomers:** As recompense for working with beginners or newer writers (detailed analysis and report, suggestions for revision if necessary, marketing) until you begin to earn your keep through sales, our fee, payable with material sent, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words.) \$25 for books of all lengths; information on terms for other types of material upon request. We drop all fees after we make several sales for new clients. Personal collaboration service—where the agency works with the writer from plot idea through finished script and sale—by arrangement; information upon request. A stamped, self-addressed envelope, please, with all manuscripts.

Scott Meredith Literary Agency • 1650 Broadway, New York 19, N. Y.

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# THE AUTHOR & JOURNALIST

December, 1948

## TELEVISION'S "GROUND FLOOR"

By WESLEY BECHTEL

EVERYBODY and his relatives have an idea for television. They all want in "on the ground floor?" But ask any harried network video program director and he'll tell you that most ideas submitted are either too expensive, entirely impractical, or completely lacking in knowledge of what the new medium requires.

In self-defense, perhaps, it has already reached the point where network key stations are mimeographing letters as enclosures and hand-outs to aspiring television writers, stating that "unsolicited program ideas cannot be considered at present." But if, as a "Television" column in the *Hollywood Reporter's* August 26, 1948, edition says, "Established radio greats are now offering themselves on the half-price block 'just to get in television,' 'then so might you as a writer. For what might be a 'half-price block' now may be a 'stepping stone' later.

The far-sighted writer, armed with some specialized know-how of the technical difficulties and limitations, may find himself holding a master key to several doors all opening "on the ground floor." Chief of these is the advertising agency.

Future tele-scriptors should take time out to visit a television stage, where they can learn at first-hand about camera angles, taboos, etc.; then drop into a couple advertising agencies to gain an over-all picture of the advertising, merchandising, and promotion angles involved in writing and selling a tele-script, and should do it pronto! And those writers may find themselves the recipients of checks ranging from \$25 up, for just a couple double-spaced pages of material.

According to word received by phone from the Hollywood Branch of The Radio Writers' Guild, which has a hard-working Television Committee, prices are still in a "fluid state." A One-Minute Commercial tele-script like the sample in this article should pay the writer "up to \$60."

Now that advertising agencies are besieged with clients demanding video rate-cards, time-slots, and commercial television ideas to fill the time-slots, and with new video stations popping up with cherry blossom speed, the writer who prepares himself now will be grabbing off the rich assignments later. In other words, he'll be on the "ground floor."

If you doubt the rapidly increasing need for trained television "brain-stormers," read some pro-

fessional training school ads. Or take a peek at the second edition of a new quarterly trade journal, *Business and Tele-FILM*. Study the enlightening article in which Lewis Allen Weiss, Chairman of the Board of Mutual Broadcasting System, analyzes the situation.

"Everyone connected with television realizes the need for recurring program material," he says. "Instead of striving to sell a sponsor a single film on 'how a factory makes soup or soap,' the thinking must go beyond the one-shot deal." This, of course, is a prediction of repeat business for you as the writer.

"Advertisers," he points out, "cannot afford to be identified with ancient film, but many do want the same kind of program content done in a modern manner at an economically feasible price. . . . For example, a local jeweler might sponsor a travel film or a melodrama if he could get it for \$200 plus air time in his town; but if the cooperative sponsorship rights cost \$600 for the film alone, he'd look for something else, or the telecaster would find something else for him."

This, then, is another open door for writers, since television sponsors must find comparatively low-cost program material, and lots of it. Even when prices level off, this is better pay, from a writer's view-point, than the word rates of some magazines. Perhaps it will take a little more concentrated thought to handle the writing task. And, to sell will certainly require an insight into, and an understanding of the operating structure of the broadcaster.

This, Mr. Weiss explains, thus: "Networks merely provide the facilities and the operating personnel, while practically all the top shows are 'packaged' (built to fit a client's product), and placed on the air by advertising agencies. Big-time radio deals with agencies, not the client." He predicts that the same will be true of television, as the new industry evolves to a professional basis.

"Telecasters will look to the agency to handle detail concerning talent, script, music, and the sponsor's wife who doesn't like the leading lady. In time to come, advertising agencies may have their own stock companies."

Therefore, the tele-minded writer, informed of the agency role in video productions of the future, will choose as his stage the agency and make his grand entrance. But whether he enters "cold" or

"by appointment," to come out light-hearted and smiling he must be equipped with something more than an embryo idea buzzing about in his belfry.

To make the "ground floor" more solid, he should know just what current (movie-borrowed) camera shots are in use, what "visual composition" means, and what the limitations are in black-and-white television photography. The cost of televising plus an expanding program schedule, still on a sustaining basis (hoping for a sponsor), has prodded networks into furnishing agencies with mimeographed instructions to help bring them up to date on the latest "Video Techniques." One major network ran off eleven pages on the subject, starting with this suggestion:

"In putting your ideas for television commercials (and this applies equally to sustaining ideas) on paper, there are certain standard terms used in designating the effect desired." Then followed an explanatory list of "Mixing Camera Shots" in use.

A "CUT" was described as "a switch from one camera shot to another with no lapse of time. It has good dramatic impact. A series of 'CUTS' gives a brisk effect and is always used with fast action."

The term, "DISSOLVE IN," designates "the effect of fading in one picture while fading out another. It is a slower type of change, indicating a lapse of time. It is also used for 'trick effects,' such as dissolving from a photograph to a live subject, thus giving the effect of the photo coming to life."

The "LAP DISSOLVE" or "SUPERIMPOSITION," to use a dinger of a word, is explained as "a special effect in which two pictures are blended so that both are seen at the same time. This is the camera direction used when titles are faded in over a background."

Used at the opening of nearly every tele-presentation is the "FADE IN," the term employed when the video mixer (engineer) gradually brings up a picture to proper brilliance." The "FADE OUT," the last scene of any picture, "is the reverse."

The instructions define three kinds of "close ups." The ordinary "CLOSE UP (CU)" is "a head-and-shoulder shot of one person—one of the most effective shots in television." This might be used at the moment "Gorgeous George," the wavy-haired, perfumed, long-robed Hollywood Legion Stadium wrestler, sticks out his tongue at the booing fans. The "BIG CLOSE UP—(BCU)," which might be still more effective for a shot at "Gorgeous," shows only the head of a person and is used "where facial expressions are to be stressed." Here a "BCU—BIG CLOSE UP" would bring you the wrestler's cheer most forcefully. But a "MEDIUM SHOT," which covers a person from the waist up, and "is close enough to bring out general facial detail while catching minor arm or body action," might be chosen by the tele-producer to bring close to the tele-viewer the arm-cracking hammerlock.

A "LONG SHOT," unlike that heard about at a horse racetrack, is "a sure way," according to the instructions, "to establish a scene or a group of people." It should be used sparingly, while a "MEDIUM SHOT" is cued into your script when you wish to "pick out a portion of a whole scene, or bring into more detail a small group of people."

And last of all, if you want your drama to have any definite continuity (and you do), you'll find the "PAN SHOT most important." Used instead of a "CUT," which yanks the viewer from one camera to another with a consequent change in



**"Our printers quit to start their own shops."**

point-of-view, the cameraman is directed by you to "PAN," i.e., "follow the action of the central character." If your story has one, you'll resort to this shot frequently.

In conclusion, this "Mimeographed Handbook" cautions agency program builders to "think in visual terms, not forgetting to employ action to hold attention. . . . 'Have one center of interest and keep it big. The average television screen is small and too much detail is confusing' (something like watching a three-ring circus through the wrong end of a field-glass!) . . . Determine the general mood and build toward one desired effect. . . . Keep the action in one focal plane, moving from side to side, not forward and backward. . . . Be careful that two lines of thought, one visual and one aural, don't arise at the same time. Remember that the aural message should always supplement the visual." And finally, "Visual repetition is deadly."

And here, writers and viewers alike are pretty sure to credit E. Carlton Winckler, Mutual-Don Lee's friendly eyed Television Program Co-ordinator, for his initial attempt at keeping radio's oft-repeated advertising blurbs and slogans out of the new medium. "It had its place in radio," he comments, tongue-in-cheek, "but in television a visually repeated advertising slogan can be very boring!" He polishes it all off most diplomatically with: "The eye has a more retentive memory than the ear."

So, having absorbed these directions, the writer shakes up the bottle of his imagination, and, with a carefully written tele-script in his hand, pushes open the door of an agency, his eye now focused on a nice check from an account executive's secretary. Having watched a few television broadcasts—not from the sidewalk through a plate-glass window—but on an actual set at the side of a youthful producer, he's ready (or thinks he's ready) for the big-time.

Suppose you are that person. You've applied the same taboos to video that you would to radio, and you've written your script, which, if filmed in a series of one-minute spots, should sell a carload of "Hotshot Coffee and Spices." The ad-man likes your idea. He tells you that if you want to write it out, making the revisions he suggested, and submit it on speculation, he'll be glad to see what

his client thinks of it. It's your big opportunity! Your finished script should look something like this. . . .

# HOTSHOT COFFEE AND SPICE COMMERCIAL (One-Minute Television Spot)

By

Your Name

Address

Telephone

SOUND: ALARM CLOCK FADING IN  
DISTANCE.

FADE IN

TITLE CARD: "HOTSHOT COFFEE—Best of All"  
(Slogan and Product Photograph)

LAP DISSOLVE

LS Housewife at kitchen sink—drains water off pan of prunes—pauses to sip sleepily from steaming cup of coffee.

ANNCR:

Here's a Hotshot Suggestion

For your breakfast delight . . .

CUT TO

MS Housewife stumbles to sideboard (L), adds sugar, syrup, and water to prunes.  
From a half pound of prunes  
Left to soak over night. . . (PAUSE)

PAN SHOT

MS Housewife stumbles over chair, dreamily pushes it aside, and sidles over to kitchen range (L). Lights gas and sets prunes on front burner . . . pauses to sip more coffee. (*Hotshot coffee container clearly visible on back of range.*)

(YAWNING) So . . . the gal is up early  
Just to stuff a "spiced prune"!

PAN TO

BCU Hotshot coffee (*lid of can off—fresh-looking*)  
\*also containers of Hotshot cinnamon, Hotshot nutmeg, and Hotshot cloves.

ANNCR:

With *fresh* HOTSHOT Coffee

She'll be wide awake soon!

CUT TO

LS Grinning husband, lathering face in kitchen doorway—he inhales deeply, smiles broadly, turns and hurries out.

The cinnamon . . . nutmeg

And cloves bring a grin . . .

CUT TO

BCU Housewife slits a prune with paring knife, deftly removes the stone, and fills with nut-meats.

As she slits a hot prune

And stuffs the nut-meats in!

DISSOLVE IN

LS Husband and wife seated at table set with ham and eggs, toast, coffee and prunes. (*Hotshot coffee plainly visible on breakfast table.*)

CUT TO

BCU Husband props newspaper against sugar bowl, leans forward to dab at "stuffed prunes," smacks lips in delight.

So . . . the meal is complete

And quite tempting the table . . .

CUT TO

MS Wife proudly holds up can of Hotshot coffee.

CUT TO

BCU Husband removes lid, sniffs delicate aroma, nods approval.

ANNCR:

For the *Coffee and Spice*

Have that *fine* HOTSHOT label!

CUT TO

BCU Husband and wife kiss lingeringly, chins resting on opposite edges of the Hotshot coffee can.

FADE OUT

Maybe the above is a sample of the future television jingle commercial, and maybe it isn't. Only time and repetition will tell. But whether or not your great ambition is straight dramatics, illustrated how-to-do-something articles, or sixteen-line sales jingles, you can, like others are doing daily, open that door on television's ground floor through an agency with a product to sell. For the clever writer, there's dough—even in coffee grounds!



## PRIZE CONTESTS

The Ryerson Press, 299 Queen St., W., Toronto 2-B, Ontario, has begun its 8th Annual Ryerson Fiction Award Contest, for which \$1000 will be paid to the Canadian author who submits the prize-winning manuscripts. Manuscripts should contain no less than 50,000 words, no more than 150,000. The only restrictions imposed as to subject are that spy, detection, and crime stories are ineligible. For further details, write Ryerson Fiction Award at the above address.

The Phoenix Little Theatre, Phoenix, Ariz., is sponsoring a nationwide original full-length playwriting contest with an award of \$100 for the winning playwright, professional or non-professional. The winning play will be produced by the Phoenix group in May, 1949. Rules require that the play be heretofore unproduced, and that it be original. Manuscripts should be typewritten and accompanied by return postage and the playwright's name and address. An individual may submit as many plays as desired. All rights, with the exception of the rights for the May, 1949, Phoenix production, will remain with the author. Manuscripts should be sent to the Contest Play Committee in care of the Phoenix Little Theatre, on or before January 15, 1949. Additional information about the contest may also be secured from the above.

The Pasadena, Calif., Community Playhouse will give its annual \$100 Frederick Warde Prize for the best original play produced this season. Entries must be in three acts, and should deal with the American scene, by American authors. They must not have derived any previous financial benefits from production or prizes, or been listed with any commercial semi-professional theater or play brokers. However, no amateur production in little theaters or non-profit organizations will disqualify an entry. Plays should be submitted before February 1, 1949, to Theater Americana, 861 N. Sierra Bonita Ave., Pasadena 7.



Advance, American Mail Trade Association, 313 E. 21st St., New York 10, is in the market for articles 700-800 words in length on successful mail order promotions or operation, or anything of interest to new or established mail order business men. Also storyettes or short shorts, same length, with mail order theme. Payment is made on acceptance at 1/2 cent a word, cartoons or pictures by arrangement. Robert L. Fontaine is president.

Happy Marriage, Bride and Groom Magazine, published by Tom Farrell, 420 Lexington Ave., New York 17, is a *Coronet*-type magazine open for shorts on marriage, novelettes and fact features. First copy is dated December.

# SIMULATING SCENES IN STORIES AND FEATURES

. . . By MONTGOMERY MULFORD



**Sister-in-law assumes pose of murdered woman.**

When a feature you have written might remain dormant for months in just plain text-form, why not go out and take the pictures necessary to put it into print?

In 1944 I began writing crime features—stories of how criminals were tripped—for various police journals. Since then my features have appeared in police journals in New York City, Seattle, Minneapolis, Chicago, and elsewhere. Many were just stories, minus pictures, although some which carried a column-head also bore my own picture. I was, in reality, writing a monthly column for police magazines. And I wanted to do features.

So one day I put my camera to work again. I wanted to simulate certain crime scenes; wanted to have posed pictures representing some highlight or scene in my crime features. That was when I gathered my relatives together and told them they had to pose—but not necessarily showing their faces. My older son became the youthful burglar jimmying a house window at night; shoving bloody clothes into a furnace to be burned;

a tough juvenile; the man stabbed on a bed with a long breadknife. However, he was not my only model. My wife posed for a few pictures and so did my sister-in-law.

For example, in the picture shown here, my sister-in-law became the woman found slumped over an automobile wheel, dead. Police found a woman in such a position in an Oklahoma City murder.

I had written a dozen new crime features; and soon each of these had its own illustration in the form of a posed picture. I used a reflex camera and one photoflash bulb. Such use of pictures sets in motion a long train of thought. If posed pictures can be used to illustrate police-journal features, why can't they be used for other types of features? Why can't the camera be used to take pictures to illustrate scenes, for instance, in a church-publication story?

I still favor my typewriter over my camera, but my recent success with posed pictures suggests that soon the two may be inseparable story and article producing companions.



**Son shows disposition of bloody clothes.**

*Life Can be Beautiful*, Henry Publishing Co., 444 Madison Ave., New York 22, a monthly pocket-size publication described as "a personal magazine of practical optimism," will use brief, thoughtful, entertaining, and inspiring articles on every phase of personal living. Sara Judson, editor, prefers to have outlines of likely material submitted first. Payment will be by arrangement. The magazine was inspired by a radio program of the same name.

Herbert Prescott, Director of Radio, Grinnell College, Grinnell, Iowa, is interested in reading 15-minute radio scripts of any type, and 30-minute straight dramatic scripts. A small royalty is paid direct to the author for the Grinnell performance,

plus outright offer on scripts chosen for book inclusion, amateur local sustaining radio and classroom or workshop rights for five years only. All other rights remain with the author.

The Marine Corps Public Information Office, Rm. 1505, Federal Office Bldg., 90 Church St., New York, is prepared to handle requests from freelance writers and staff members of all magazines for all types of material relating to the Marine Corps, dating back to its founding 173 years ago, Nov. 10, 1775. Requests for information and pictures should be made to Maj. Bruce E. Keith, USMC, or Tech. Sgt. Eddie E. Evans, USMC.



# STORY ANALYSIS CHART

By Catharine Barrett

A chart prepared to assist the writer in analyzing his own stories or published stories.

## I. IDENTIFICATION

1. Title:
2. Author:
3. Length (wordage):
4. Type (Juvenile, domestic, adventure, romance, humor, etc.):
5. Story identification, but merely the salient elements of the story that will assist in recalling the story to mind. (May be expressed as a blurb.)  
If the analysis is of a published story, include also
  - a. Publication:
  - b. Issue.

## II. STORY MATERIAL

1. Original idea (when analyzing own story).  
What motivated the writing of this story? What was the source of the basic idea or the material? What was your feeling about it? What did you wish to express, to convey?
2. Protagonist. The main character.
  - a. Name?
  - b. Social classification?
  - c. What is the protagonist's aim or problem?
  - d. What is the protagonist's obsession? ("A story is a character with an obsession and what he does about it.")
  - e. What characteristic or condition of the protagonist creates the obsession?
  - f. Is there some lack in basic human needs which craves compensation? (Basic human needs: Security in these five fields—physical, emotional, social, mental, spiritual.)
  - g. What characteristic or conditioning of the protagonist decides the course of the story?
3. Antagonist.  
The force, element, situation, circumstance or person which opposes the protagonist in the solving of this problem; or the one which prevents the story from running without opposition to its ending.
  - a. Name the antagonist.
  - b. What specific aspects of the antagonist are in direct opposition to those of the protagonist.
4. Setting (Season, period, atmosphere or mood).
5. Theme (Philosophical or psychological point).

## III. FOCUSING INTO STORY FORM

1. Goal and Obstacle.

The Story Goal is the *purpose of the author*, not necessarily that of the story characters; and is determined by the actual ending of the story. Express it in terms of the actual happenings with which the story closes.

In a simple story, there is only the Specific Story Goal.

In a story in which a secondary ending comes about as the consequence or result of the immediate story climax, there is the basic or long-term story problem brought to a focus in the immediate critical situation. Therefore in such complex stories, we have the Basic Goal and the Specific Goal.

The Obstacle is determined by the following questions: Why is the goal not easily attained? What are the elements opposing the achievement of the goal?

In setting up the simple story, we answer these two questions:

- a. What is the specific story goal?
- b. What are the obstacles in the way of achieving this goal?

In the complex story, we answer three questions:

- a. What is the basic goal? (That is, what is the long-term or deep-seated problem to be resolved through the solution of the immediate critical situation?)
- b. What is the obstacle to the achievement of this goal?
- c. What is the specific goal? (It is the overcoming of the above-stated obstacle; but must be stated in terms of actual happenings.)

2. Story Purpose.

- a. At what point (in terms of exact happenings) is the story purpose established?  
In other words: At what point are the conflicting forces indicated?

Structurally, this point is the end of the Beginning Zone, although it may require up to half or more of the wordage of the story to reach it. To test the strength of the story beginning, we should at this point answer these questions:

- (1) Have we at this point made clear the forces or factors with which one side is pitted against the other?
  - (2) Have we indicated that a solution cannot be easily reached?
  - (3) Have we made the situation so critical that the reader knows Something Has To Happen, a Solution Has To Be Reached?
  - (4) Have we made the going hard, but given a ray of hope that there may be a successful conclusion?
3. Elements in Opposition.
    - a. What elements of the story represent Desire, or Hope? (These are the forces that work toward, or *for*, the story goal.)
    - b. What elements represent Fear, or Despair? (These are the forces working *against* the achievement of the story goal.)
    - c. Have these elements been made clear?
    - d. Has there been created in the reader sufficient understanding, sympathy, antipathy, etc., that he desires and hopes for the ending that is the goal of the story; and that he fears and despairs over the possibility of the alternate ending?
  4. Alternate Ending.
    - a. State the actual decisive happening at the end of the story.
    - b. State the alternate ending. Meaning that if, at the point of balance (the crisis) the story had taken the opposite turn, exactly what would have happened? What, specifically, would have been the result or consequence?
  5. Point of View, or Angle-of-Narration.
    - a. Is the story told in first, second, or third person?
    - b. If in third person, through whose eyes, or from what point of view is the story told?
    - c. If a multiple point of view, list which scenes from which angle.

#### IV. ARRANGEMENT OF MATERIAL

1. Story Opening.
  - a. At what point does the story open?
  - b. What story factors and facts are established in the first section?
  - c. If it is a scene: Where is it? Who is there? What happens?
2. Initial Crisis.
  - a. What is the critical situation that sets the story into action, that makes conflict certain, and solution necessary?
3. Retrospect or Flashback.
  - a. If there is retrospect: Where is it told? (At what point structurally? and after how many words?)
  - b. In what form and from what angle is it told?
4. Minor Crises.

During the body of the story, the two opposing elements are struggling for mastery. List the points at which they come to a test of strength; notate the victor, or the fact of a draw.
5. Final Impact of the Opposition.

"The dark before the dawn." At this moment, Despair and Fear have taken over, one pauses to draw a breath, afraid that one's hope cannot win. It is the hardest blow from the antagonistic forces, the most bitter defeat, falling just short of a final defeat.

  - a. Name the circumstance at the time of this impact.
  - b. Indicate ray of hope which will make credible the switch to the other side. (There must be some clue here to prevent this defeat from giving a false sense of finality.)
6. Major Crisis.

At this point the story stands in final balance, either side may triumph.

  - a. What is the actual situation (scene, characters, emotional or verbal or physical conditions)?
  - b. State the crisis in the form of a question, naming the possible outcomes. (Ex. "Will the girl say Yes or No?" "Will the hero kill the villain, or the villain kill the hero?")
7. Climax.
  - a. State the climax in the form of an answer to the critical (crisis) question. (Ex. "The girl says Yes" "The hero kills the villain.")
8. Precipitating Element.
  - a. What was the factor (person, incident, characteristic, force, or action or etc.) that decided the story? that caused the story to fall from balance to the climax?
9. Outcome.
  - a. What is the result, reward, or consequence of the climax?

If the story has a basic goal as well as a specific goal, the solution of the specific goal is given under Climax, and the solution of the basic goal is given under Outcome.

(The following are further checks to use against a story that continues to refuse to "jell" properly.)

## V. SYNOPSIS

Write a synopsis not to exceed 200 words. (Any story, play, or novel should reduce to two hundred words.)

If you have difficulty with this, try your hand at synthesizing published stories until you are sure you have the knack; then synopsise your own. If you are still unable to do so, check back to determine if (a) your story is too complex; (b) you have too many stories in the one; or (c) secondary story threads are not properly subordinated.

## VI. PSYCHOLOGICAL PATTERNS

If your story is uneven or unconvincing, you may have violated the essential principle of THE LOGICAL PROGRESSION OF THOUGHT AND FEELING. To check this, write out a separate psychological pattern for every character with whom you have had difficulty, or who does not seem real or consistent. Follow their thoughts and feelings from the beginning of the story to the end, writing it out in narrative form. Make sure that the action, dialogue, and reaction of the story follows this tightly woven development.

## VII. ELEMENT OF TIME

If your story seems loose or slow, check your time elements. Fiction is only an illusion of reality; it is life concentrated, distilled, crystallized. Therefore, although the real life situation from which you drew your story required a much longer period for certain developments, you have simplified the process of development through your Psychological Pattern, and now you may drastically reduce the time element. When possible, merge several scenes into one. Remember that passage of time gives the effect of increased wordage, with the result that the story seems to slow up.

Try especially to avoid any lapse of time after the climactic scene, for at that point, the pace must be swift.

## VIII. CUTTING

Check your story for repetition or duplication or overlapping of information or action, and for unnecessary details. Professional style may be gained more readily through the practice of cutting than any other one means.

*Extra characters:* Analyze the functions of minor characters in your story. It is often possible to combine two or more into a single personality. This will save wordage; it will also give an impression of economy, of clearer outline.

*Duplication of action:* Do not repeat the same action unless absolutely necessary, for duplication of action gives the effect of confusion, or of blurred outline.

*Involved sentences:* Regard with distrust any long and involved sentences; try to shorten and simplify.

*Abstractions:* Delete abstract terms wherever possible. These are heavy words that weigh down the story, slow its movement.

## NOTES ON USE OF ANALYSIS CHART:

It is up to you when you use the chart; it may be before you start the writing of a story; or after you have written a draft; or it might be in the middle of the writing, when you begin to wonder about direction or form.

It is often wise to get a story down as it comes to you, and leave the charting till later. In that way you are apt to get into your writing more emotional quality and more individual style. Your original writing may then be used as a dressmaker uses material: designing it, cutting and putting together according to pattern. *But keep the material unchanged.* Remain true to your original feeling for a story. Go back if necessary and review carefully just what made you write the story in the first place, what was your intent, what mood and point you wished to convey. This should have been written under Original Idea, No. 1 in Part II.

You cannot always force these analyses through; you may make several false starts; you may have to let periods of time pass till you can see your story objectively enough to reshape it. But do not be misled by what seems like a good outline, a well-knit plot: if it differs too much from your original idea and intent it is quite possible you won't be able to write it successfully.

## AUTHOR'S POSTSCRIPT:

Does this seem like a great amount of work? And perhaps unnecessary? Well, professional writing IS a great deal of work. In the popular markets, where stakes are high, the competition is terrific. (Of the manuscripts submitted, the percentage that sells is less than 1/10 of 1%.) And the demand is for an increasingly high degree of craftsmanship.

Do you fear that if you subject your stories to charting, you will mechanize them? make them into mere formula stories? This is not true. This chart, because of its unique use of the theory of story goal as being the *author's purpose*, discloses *story form* rather than formula. And story form is one of the chief requirements of the craftsman.

If you doubt the importance and efficacy of the chart, test it for yourself: (1) Check the fiction in current magazines; note that almost every story will fit without difficulty on the chart. (This is not arbitrary on the part of editors, it is the magazines' recognition of the natural desire of readers for a story that "gets somewhere".) (2) Take a story of your own that has good emotional quality and well-developed appealing characters, but which has failed to sell because of story or plot lack; lay it out on the chart, then rewrite in accordance with the re-shaped fundamental structure; and see if you do not come up with a greatly improved story—if not, indeed, with a salable one.

Once you have learned to use the chart, you will find it to be a valuable tool and guide. It will not only put you closer to selling, but it will save you from the miserable sensation most writers have: of sailing uncharted seas.

# LET'S HAVE SOME AMAZING GOVERNMENTS

. . . By CARL G. WINTER

PSEUDO SCIENTIFIC story writers amaze one with their ideas about inventions and scientific discoveries. Years before some inventions appear as realities they are created in tales of life set in centuries to come, or in stories of life on other planets. One weakness of many of these stories is that the governments of the countries presented are archaic or antiquated. A country of the future will be pictured with a dictatorship or kingship as its form of government. This same country will have countless advanced ways of living, scientific marvels, and startling inventions. We must admit that occasionally the scientists of today with their discoveries and inventions outstrip the wildest and weirdest imaginings of our most talented writers. Who knows but that many of the real life discoveries and inventions of today were created because of an idea presented as a possibility in a pseudo-scientific story written years ago.

Most writers think of but three types of administration, a kingdom, dictatorship, or democracy. I have no quarrel with depicting a government as a dictatorship if the hero is out to do battle with it or if it represents a lower form of living than our own. Too often the hero is not in conflict with the dictator but is his agent. Again the hero is presented as the loyal subject of a king who rules over a highly advanced civilization. Why not use some of the ingenuity spent on scientific marvels and give us some new and amazing governments? Who knows but that this might lead in turn to the realities of new forms of government?

While writers seem to use only three types of government in their stories, history presents many actual forms that might be studied and elaborated upon profitably. Ancient history gives a surprisingly large number of types of rule. The Egyptians present the idea of a double sovereignty in that the Pharaoh and his sister reigned as king and queen, and as husband and wife. The Hebrews had patriarchs, judges, kings, and priests as their governing leaders. The Persians under Darius I developed the idea of a central king over a group of satraps who ruled a series of provinces. China had an Empire, with a unique system of having examinations of all people for government positions with the winning scholars becoming leaders of the land. India presented the idea of a special priest caste, the Brahmins, as the leaders of the countries in the Indian peninsula. The Greeks had a variety of regimes. Kings ruled first. These were replaced by oligarchies, or rule by a few nobles. The oligarchies were frequently upset by tyrants, who were in turn overthrown or assassinated and a democracy of the free citizens of the city-state became the governing body. Sparta was ruled by two kings reigning jointly and aided by a Senate of thirty citizens. Athens developed into a pure democracy with the Assembly of all free citizens as the ruling body. Rome, the greatest of all the ancient countries in the realm of administration and law, had about every type of rule available. Early Rome was governed by kings. Then the Senate composed of the original citizens of Rome became all powerful.

Caesar's adopted son and grand-nephew, Augustus, established the emperorship, which lasted until Diocletian divided the Roman Empire into four parts with two emperors and two Caesars as the rulers.

Medieval history had kings and lords as rulers with lesser lords owing homage to greater ones and theoretically all owing allegiance to the Holy Roman Emperor. In the newly founded cities that were created by the trade that sprang up because of the Crusades, merchants and craft guilds controlled by use of their own mayor and council.

Modern history presents many, many types of government. Our American cities alone present three general types: the mayor executive-council legislative type, which is the oldest and most numerous; the commissioner type, which combines in each commissioner the executive and legislative functions; and the city manager type, which has a council of law-makers who hire a manager to carry out their wishes.

This brief sketch shows there are myriads of types of real governments and that new forms are constantly evolving? Why shouldn't the story-writer make use of his imagination and ingenuity and create new forms of government which could be a pattern for practical politics? The idea of conflict between the new and old forms of government could be used in plots which could create a new type of story which is as unique in its way as the pseudo scientific tale. In any event, new suggested forms of rule added to newly created inventions and scientific marvels would add spice and interest to the story and further give one the feeling that it truly was life in a future period or an entirely unknown world on another planet that was being described. In these days when people are wondering how to govern places and countries conquered in the recent war, new ideas on suzerainty would be appreciated. The peoples of the world are hoping for better government under the leadership of the United Nations; so I appeal again to authors—let's have some amazing governments!



*Modern Radio & Television*, 261 5th Ave., New York, a 25-cent monthly edited by Alton Kastner, pays 6 to 7 cents a word on acceptance for radio and television fan articles up to 2000 words. Photos are bought "if good and original."

## OPEN WIDER, PLEASE

All of them (general magazines) . . . tend to look upon poems as fillers . . . —Clement Wood in *The Author & Journalist*, January, 1948.

By M. M. PARRISH

The man with music sounding in his soul  
May make tremendous symphonics unroll;  
And he who lives in color and in line  
May paint huge canvases in bold design;  
But pity the poets, who (like D. D. S.-es)  
Must mold their gold to fill up small recesses.



# SHORT AND SNAPPY!

By HELEN CASSELMAN

THE CLASS in story writing by Clee Woods lapped up the information that sentences in modern fiction are short. I was told that my sentences were too long. All right. I'd shorten 'em. But—

Were they awfully long? Or just a little long? How long are modern sentences?

Another thing. Supposing I am aiming at a pulp magazine, do I write shorter sentences than I would if I slanted *Atlantic*-ward?

I was in a quandary, but just then the bull frog in *Freckles* croaked in my ear, "Fin' dout." So I did.

For my purpose I picked one pulp, one confession, one men's on the borderline between pulp and slick, two women's, three general slicks, and one quality. That seemed a fair sample. I counted the first 350 to 500 words of each story—conversation, narration, whatever.

The longest sentences I found were used by Lucy Kennedy in the June *American*. Hers were only seven words long. But *American* also carried a story of 17.9 words. That, my friends, is right up in the class with men over six feet two. Of the forty-four stories I counted only five had longer sentences. I found two running 18; one, 20; one, 22; one, 30. If you are writing sentences of 17 words, you can class yourself with the long-winded.

The longest sentences I found were in the *Atlantic* which didn't surprise me a bit till I discovered that I was inadvertently counting the novel. Hastily, I abandoned my conclusions that 37 words were about right for a quality magazine. The short stories in the July issue of *Atlantic* ran 13.2 and 9.5 words. The 11.3 average was less than the 12.6 I found in *Rangeland Romances*. That amazed me, but when I found *True Confessions* using sentences 14.5 long and *Argosy* batting 15.1, I took an aspirin.

A short story by Norman Reilly Raines in the *Saturday Evening Post* had the longest sentences I found. Smooth as slipping down a slide on waxed paper, you glided into the story 30 words at a clip. The shortest sentences in the *Post* ran 11.8 not counting Clarence Budington Kelland's serial which was only 9.

All through this study, Mr. Raines has been an embarrassment to me. His average of 30 was 8 words longer than the nearest contender, V. Vernon Frost in *Argosy* who came up with a sparkling 22. Mr. Raines's long sentences bothered me like a thumbguard annoys a thumb-sucking baby. He was eternally in the way of my getting any satisfaction from my conclusions. His story sold, but the trend was 42 to 1 for a short and snappy style. I hope Mr. Raines will not feel hurt. I finally decided to include him out. Now I was really getting somewhere. But wait—

How long did sentences run in the classics? I wet my pencil and hauled books from the bookcase. Not a short story, but characteristic of the first fiction, I found Tobias Smollett telling his tale in 56 word sentences. No wonder moderns don't wade through "Peregrine Pickle!", "The Necklace" by de Maupassant uses 34.5 words per sentence. Dickens runs 20 words; Stevenson, 33; Poe, 24.6.

Maybe editors are panting to find another Stevenson, but I'll wager that they want a modern Stevenson. I can't prove it, but maybe you can. If you think you can write as well as Stevenson, you might try a story modelled after *The Story of the Young Man with the Cream Tarts*. Amble leisurely into the initial action in 33 word sentences. I'll be interested to hear how you come out! Especially if you try giving your opus a title ten words long!

In 42 stories of all types in current magazines, sentences, I found, averaged only 13 words long.

Modern writers use long sentences, yes. But every long sentence is followed by a crisp three-worder. By two words and period. Even one word, period. Whatever you think of short sentences, they sell. So keep 'em short, brother. Keep 'em short.

## THE ATLANTIC MONTHLY—July

<i>In the Park</i> by Monica Stirling	13.2
<i>The Heifer</i> by Patrick Morgan	9.2
Average	11.3

## RANGELAND ROMANCES—June

<i>A Most Kissable Kid</i> by Art Lawson	11.2
<i>Buckaroo's Bridal Trip</i>	
by Ruby la Verte Thompson	10.3
<i>Raider's Lady</i> by Marian O'Hearn	15.4
<i>When Cupid Needs a Spur</i> by Kenneth Fowler	15.0
<i>Scrambled Hearts at the Prickly Pear</i>	
by Thelma Knoles	11.2
Average	12.6

## McCALL'S MAGAZINE—July

<i>Look at It My Way</i> by Jeanne E. Wylie	13.8
<i>A Walk in the Woods</i> by Charlotte Edwards	8.6
<i>Wonders Will Never Cease</i> by Claire Wallis	16.6
<i>His Kind of Love</i> by Adelaide Gerstley	10.0
Average	12.2

## LADIES HOME JOURNAL—July

<i>A Little Madness in the Spring</i>	
by George Bradshaw	8.1
<i>Posies for Pamela</i> by Charlotte Edwards	12.2
<i>Mr. Crosby and the Fifth Freedom</i>	
by Mary Hastings Bradley	11.3
<i>A Story Without a Moral</i> by Richard Arvay	16.0
Average	11.9

## AMERICAN MAGAZINE—June

<i>The Commissar of Fun</i> by Lucy Kennedy	7.0
<i>Love is Elementary</i> by Jean C. Becket	10.5
<i>One Side of the River</i> by Robert Wallsten	10.5
<i>From Now On</i> by Avis Carlson	14.8
<i>Welcome Home, Willie</i> by William Fay	17.9
<i>The Direct Approach</i> by Baird Hall	9.2
<i>Some Called it Scandal</i> by Richard Carlson	8.7
Average	11.2

## THE SATURDAY EVENING POST—June 26

<i>Mysterious Mona Lisa Smile</i> by Gerald Kersh	12.1
<i>Serenade in Brass</i> by Maurice Zolotow	18.7
<i>Mr. Gallop Has His Day</i>	
by Norman Reilly Raines	30.0
<i>Women Are Hard to Please</i>	
by William Ashley Anderson	14.7
<i>Murder by Choice</i> by Robert M. Yoder	11.8
Average	17.4
(Without Mr. Raines) Average	14.3

## TRUE CONFESSIONS

<i>I Betrayed My Substitute Mother</i>	11.7
<i>The Ghost of Our Marriage</i>	15.3

<i>Wolf Bait</i> .....	14.0
<i>Goodbye, Tom</i> .....	11.6
<i>Would Our Marriage Bring Tragedy?</i> .....	20.0
Average .....	14.5

#### THE CLASSICS

<i>Adventures of Peregrine Pickle</i> by Tobias Smollett .....	56.0
<i>The Suicide Club</i> by Robert Louis Stevenson .....	33.0
<i>Bordell Against Pickwick</i> by Charles Dickens .....	20.0
<i>The Necklace</i> by de Maupassant .....	34.5
<i>Murders in the Rue Morgue</i> by Edgar Allen Poe .....	24.6
Average .....	33.6

#### COLLIER'S—July 31

<i>The Chousey Man</i> by James Atlee Phillips .....	18.2
<i>Flannagan's Last Resort</i> by Nord Riley .....	13.4
<i>For Divers Reasons</i> by Eustace Cockrell and Daniel Gordon .....	11.4
<i>Monkey's Uncle</i> by Richard Stern .....	12.7
<i>The High Hip Rider</i> by Roark Bradford .....	16.0
Average .....	14.3

#### ARGOSY—July

<i>Blood in Your Eye</i> by Bill Erin .....	15.0
<i>The Hazards of Horace Brewstridge</i> by P. G. Wodehouse .....	17.7
<i>Kurdistan Torch Song</i> by C. Vernon Frost .....	22.0
<i>Pitch and Pray</i> by William Holder .....	9.1
<i>With One Bullet</i> by H. A. Shanklin .....	17.4
<i>Spring Maneuvers</i> by Carl Davison Halbak .....	9.4
Average .....	15.1

Tabulation according to number of stories of the same wordage:

7 words .....	1	15 words .....	4
8 words .....	3	16 words .....	3
9 words .....	4	17 words .....	3
10 words .....	4	18 words .....	2
11 words .....	7	19 words .....	0
12 words .....	3	20 words .....	1
13 words .....	3	21 words .....	0
14 words .....	3	22 words .....	1
30 words .....	1		



### PRIZE CONTESTS

The Houghton Mifflin Co., 2 Park St., Boston 7, Mass., has opened its 1948 Literary Fellowship Contest designed to help promising young writers in need of financial assistance to complete book projects . . . the fellowship, \$2400, payable in monthly installments of \$200, with half of the total considered an advance against royalties. The royalty rate will be 10 per cent of the retail price on the first 5000 copies, 12½ per cent on the next 5000 copies, and 15 per cent thereafter. Applications will be received up to Jan. 1, 1949. Contestants should write to the above address for an application blank, which should be submitted along with the detailed synopsis or description of the project for which an award is asked; samples of proposed treatment, or as many chapters as the applicant may have completed; examples of past work, either published or unpublished, and a photograph of the applicant, if available.



*Collier's*, 250 Park Ave., New York 17, announces the appointment of Walter Roth, formerly publisher of '48, as articles editor. Mr. Roth asks would-be contributors to submit outlines of articles, and promises prompt report.

### MOSTLY PERSONAL

(Continued from Page 3)

This issue contains our annual trade journal list of markets. It is the most extensive list we have ever published—the most extensive, we believe, that any writer's magazine has ever published. Yet it contains only a percentage of all the trade journals published in the United States and Canada. *Crain's Market Data Book*, which comes with a subscription to *Industrial Marketing*, lists over 2000! Some of these, of course, are wholly staff-written, others are sectional, buying only limited editorial matter from one state or group of states, while still others are highly technical affording a market only to the writer with knowledge in the particular field. However, most of these 2000 magazines, thin and thick, large or pocket-size, offer some market.

Because John and I for so many years made our living writing for the trade magazines, I have a warm spot in my heart for them. I know there are some that pay low rates, that hold indefinitely, that cut without consent, that are guilty of every sin against author an editor can commit; but I know there are others—many others—that pay high rates, that give unstintedly of time in helping a new writer learn their particular requirements and build him into a steady contributor.

Too many writers have the "anything will go" attitude toward the trade papers. They write carelessly, pad unmercifully—and then howl if their 2000-word, dashed-off article gets cut to a tight, concise 750 words. They remember the article that took two days of time and brought only \$25—but forget the many \$5 and \$10 checks picked up for articles that required no interviewing—just observation—and which rolled out of the typewriter as fast as two-fingered Freddy could type them.

There are successful full-time trade journal writers who work only on query, aim only at lead-features with the high-pay magazines. After a few years they will have a fairly long list of excellent contacts, a short blacklist of magazines that they can't afford to work with. There are other full-time writers earning often more than the first-mentioned who consider everything fruit for their salad, and click off dollar items and \$50 articles all in a day's work, covering merchandise from asbestos to zithers. Instead of ten or fifteen "regulars" they'll have a growing list of buyers that may reach 200 or more publications.

Sometimes they will open up a most prolific market in a ½-cent field. Copy will be put through the machine fast, never be rewritten. Result, the market becomes a better-paying one than some 5-cent markets.

Rates paid today average from 50 to 100 per cent higher than in John's heyday in the trade journal field. Yet I remember the many plus-\$5000 years we had before we branched out with Bartlett Service. They represented hard work; they often meant taking a big tail with a small hide; but the time that could have been spent crabbing went into production, and the pretty little slips of paper bearing dollar signs rolled in.



Strictly Personal: Margaret and her fiancé have decided not to wait until his intern year has been completed; they have set their wedding date for December 24, at the Anderson home, Stanford University. It will be a simple ceremony, and the young folks will leave for a week-end honeymoon at Inverness, on the seashore. I shall not be able to make (Continued on Page 28)

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

OF BUSINESS AND TRADE PUBLICATIONS (Published Annually)

DECEMBER, 1948

**Advertising Age**, 100 E. Ohio St., Chicago 11. (W-10) Spot news only, with illustrations. 1½c, Pub.

**Advance**, 313 E. 21st St., New York 10. Articles on successful mail order operation, or anything of interest to new or established mail order business men, 500-700; stories or short shorts, same length, with mail order theme. Robert L. Fontaine. ½c, Acc. Cartoons by arrangement.

**American Business**, (Dartnell Pubs., Inc.) 4680 Ravenswood Ave., Chicago. (M-35) Factual, timely stories on modernizing methods in office and administration fields; personality stories on top management men, which have a news phase; fillers on office methods and short-cuts. No stories on retailers. Queries answered promptly. Eugene Whitmore. 2c-3c, Pub., Acc. if arranged in advance.

**Bankers' Monthly**, 536 S. Clark St., Chicago 5. (M-50) Short technical articles from bankers' standpoint; preferably signed by banker. John Y. Beatty. 1c, Pub.

**Barron's**, 40 New St., New York 4. (W-25) Authoritative business and financial articles 500-2000. George E. Shea, Jr. Indefinite rates, Acc.

**Burroughs Clearing House**, 6071 2nd Blvd., Detroit 32. (M) Query editor on bank operating and management articles. Henry J. Boone. 3c, Acc.

**Commerce**, 1 N. LaSalle St., Chicago 2. (M-25) Invites queries on feature business articles. Alan Sturdy. 3c up.

**Credit & Financial Management**, 1 Park Ave., New York 16. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. R. G. Tobin. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York 11. (2-M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1000-1500. Frequently buys from outside writers. B. C. Forbes. Good rates, Pub.

**Good Business**, 917 Tracy St., Kansas City, Mo. (M-15) Articles showing that the teachings of Jesus Christ are the basis for successful modern business, to 1600; fillers, to 500. First person material especially welcome. Clinton E. Bernard. 1c, Acc.

**Mail Order Journal**, Mt. Kisco, N. Y. (M-25) Case sales promotions and appropriate sales angles, 600. J. C. Gerstner. No payment.

**Nation's Business**, 1615 H St., N.W., Washington 6, D. C. (No single copies sold.) Business articles 2500. Lawrence P. Hurley, Ed.; Paul McCrea, Mng. Ed. Query. Good rates, Acc.

**Opportunity**, 620 N. Michigan Ave., Chicago 11. (M-10) Uses articles discussing sales techniques, especially pertaining to direct or independent selling; also stories dealing with opportunities in small, independent business, and sensibly inspirational sketches of successful men and salesmen. Thaddeus Holinko, Mng. Ed., Ind., Pub.

**Printers' Ink**, 205 E. 42nd St., New York 17. (W-20) Advertising, management, and sales articles. E. A. Peterson, Ed. Good rates, Pub.

**Purchasing**, 205 E. 42nd St., New York 17. (M-35) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinrich. 1½c up, Acc.

**Sales Management**, 386 4th Ave., New York 16. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1c to 3c, Pub.

**Savings Bank Journal**, 100 Stevens Ave., Mt. Vernon, N. Y. (M-50) Savings, insurance, investment, articles 1500-2000. Harold E. Group. 1c, Pub. (Seidman buys from free-lancers.)

**Signs of the Times**, P. O. Box 1171, Cincinnati. (M-30) Articles on technical aspects of display advertising; stories of outdoor, point-of-sale, and sign advertising campaigns, 1000 to 1500. ½c to 1c, Pub.

**Specialty Salesman**, 307 N. Michigan Ave., Chicago 1. (M-10) Inspirational articles built around direct selling; fact success articles of outdoor selling, 350 to 1500. H. W. Minchin. 1c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial relations and training for apprentices, foremen, executives, 1000 to 2500; interviews 1000 to 2500; articles on sales, business, office management. F. B. Foster. Acc.

## TRADE JOURNALS

**Aero Digest**, 515 Madison Ave., New York 22. (M-50) Technical articles on the aviation industry, aeronautical engineer-

ing, production, military aeronautics. Nathaniel F. Silsbee, Mng. Ed. ½c up, Pub.

**Air Conditioning and Refrigeration News**, 450 W. Fort, Detroit, Mich. (W-20) Informative articles on local merchandising of refrigerating machines, electrical appliances and air conditioning installations; news. George T. Taubeneck. 6c line, Pub.

**Air Transportation Magazine**, (Import Pubs., Inc.) 8 Bridge St., New York 4. (M-50) Articles on shipping by air, covering air shipping, handling of air cargoes, air terminal facilities, air shipping costs, etc. Special assignment only. Richard Malkin, Mng. Ed.

**Airports**, (Haire Pubs.) 1170 Broadway, New York 1. (M) Covers all phases of airport construction, development, management, etc. John Regan. 2c for submitted material, considerably higher for material secured on order.

**Air World Combined with Aircraft-Age**, (Columbia Pubs.) 241 Church St., New York. (Bi-M-20) Illustrated fact aviation material, articles and filler; cartoons. L. Horace Silberkleit. 2c and up, Acc.

**American Baker**, The, 118 S. 6th, Minneapolis 2. (M-10) Articles on baking innovations; examples of good merchandising; bakery management. Wilfred E. Lingren. 1c up, Acc.

**American Box Maker**, (Howard Publishing Co.), 111 W. Washington St., Chicago 2. (M-35) Articles and news covering manufacturers of folding cartons, set-up boxes, corrugated and solid fibre shipping containers, and other types of paper containers. P. A. Howard, Pub. J. W. Knight, Ed. Pub.

**American Builder**, 105 W. Adams St., Chicago 3. (M) Well-illustrated articles detailing merchandising methods, display and advertising practices, and plans and photos of new and remodeled yards and stores of retail lumber and building material dealers; how-to-do-it articles on building maintenance, repairs and conversions, with step-by-step methods, materials used, drawings, photos. Edward G. Gavin. \$10 page.

**American Butter Review**, 173 Chamber St., New York 7. (M-50) Articles on milk plants; cartoons. Pub.

**American Carbonator & Bottler**, 200 Western Union Bldg.,

## WRITERS I MEET

THE BIG SHOT WHO IS TOO PROUD TO  
WRITE FOR THE TRADE JOURNALS.



Atlanta 3. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry. 750-1250; news items 50-100. 1/2c to 1c, photos 50c to \$3, Pub.

**American Druggist**, 572 Madison Ave., New York 22. (M-50) Pictorial features on druggists or drug stores or on subjects related to pharmacy; 500 word success stories on fountain, excellent prescription depts. Bernard Zerbe, Mng. Ed. 3c; photos, \$5, Pub. unless otherwise requested.

**American Gas Journal**, 53 Park Pl., New York 7. Articles on gas production, distribution, also industrial uses. S. G. Krake. \$5 M, Pub.

**American Hairdresser**, 309 W. Jackson Blvd., Chicago 6. (M-60) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

**American Horologist and Jeweler**, 1549 Lawrence St., Denver 2. (M) Illustrated articles, to 1500 on jewelry displays, promotional ideas for watch repair departments, watch repair and jewelry merchandising; unusual watches or clocks, historical material. Cartoons bearing watchmaker or jeweler slant \$2. Orville R. Hagans. 1c up, Acc.

**American Ink Maker**, 254 W. 31st St., New York. (M-25) Articles, 3000; news of ink trade. John Vollmuth. 1/2c, Pub.

**American Laundry Digest**, 21 W. Huron St., Chicago 10. (M-Free) Informative articles on power laundries, diaper services, linen supply laundries, industrial laundries. Hy H. Schwartz. 1/2c, Acc.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis 8. (M-20) Articles on merchandising paint and accessories through paint, hardware and building supply stores, with photos, to \$100; cartoons. Roland L. Meyer. 1c, Pub.

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis 8. Mo. (M-20) Articles on professional painting; business-getting ideas; photos, cartoons. Geo. Boardman Perry. 1c, Pub. Query.

**American Paint Journal**, 3713 Washington Ave., St. Louis 3. (W-10) Articles, news items, photos covering the paint and chemical trade. G. O. Stephenson. 1c, Pub.

**American Paper Converter**, 111 W. Washington St., Chicago 2. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, Pub. L. Q. Yowell, Ed. 1c up, Pub.

**American Paper Merchant**, 111 W. Washington St., Chicago 2. (M-35) News and features regarding paper merchants. Articles on merchandising preferred. P. A. Howard, Ed. and Pub. L. Q. Yowell, Mng. Ed. 1c up, Pub.

**Automotive Digest**, 22 E. 12th St., Cincinnati 10. (M-25) Methods and management articles, writeups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs. 500-1000, with photos. L. A. Ahlers. Rates according to merit. 2c, Acc.

**Automotive News**, 5229 Cass St., Detroit 2, Mich. News correspondents in towns and cities of importance. Pete Wemhoff. 40c inch, photos \$1.50, Pub.

**Automotive Retailer**, Morristown, N. J. (M) Features pertaining to auto supply stores, both chain and independent. John A. Warren. 1c, Pub.

**Aviation Maintenance and Operations**, 205 E. 42nd St., New York 17. (M-50) Articles strictly on maintenance and operations of airplanes and airports, to 2000; maintenance short-cuts and kinks; photos and drawings to illustrate. A. W. D. Harris. Approx. 3c min., Acc.

**Baker's Helper**, 105 W. Adams, Chicago 3. (B-W-15) Business-building plans for bakers, merchandising method stories, personnel and maintenance articles to 2000; bakery news items, cartoons. Harold E. Snyder. 2c, Pub.

**Bakers Weekly**, 45 W. 45th St., New York 19. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

**Barrel & Box & Package**, 431 S. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers, up to 2000. M. B. Pendleton. 25c inch, Pub.

**Bedding**, 222 N. Bank Dr., Chicago 54. Illustrated articles on manufacturing and marketing problems of manufacturers of mattress, springs, sofa beds, metal beds, cots, etc. 800-1500. 1/2c, Acc., Photos \$3. Robert B. Logan.

**Bedding Merchandiser**, 222 N. Bank Dr., Chicago 54. (M) Feature articles based on authenticated experiences on the retailing, advertising, merchandising of bedding products (mattress, springs, metal beds, soft beds, pillows, cots, etc.) 540-2000, well-illustrated. Alfred M. Salasin. 1/2c, \$3-35 photos, Pub.

**Beverage Times**, 480 Lexington Ave., New York 17. (W-10) Liquor store and restaurant merchandising articles, 1000-1500. Up to 1/2c, Pub.

**Bookbinding & Book Production**, 50 Union Square, New York 3. (M) News of book printing and production, and book, pamphlet and binding trade. Cartoon ideas. Query on features. Frank Myrick. 1/2c, news; features, Pub.

**Boot & Shoe Recorder**, 100 E. 42nd St., New York 17. (Semi-M) "Success" stories from retail shoe stores; merchandising articles.

**Bottling Industry**, 33 W. 52nd St., New York 18. (Bi-W-35) Specific information on activities of carbonated beverage and soft drink syrup producers. Jack Wax, Mng. Ed.

**Brake Service**, 31 N. Summit St., Akron, Ohio. (M-25) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox, Jr. 1/2c.

**Brick & Clay Record**, 5 S. Wabash, Chicago 3. (M-50)

News and features of brick and clay industry, architectural information and pictures on clay products use. Regular correspondents. J. J. Svec, Mng. Ed. 1c up, Pub.

**Building Service Employee**, 212 W. Wisconsin Ave., Milwaukee 3. (B-M) Articles about or of interest to janitors, window cleaners, elevator operators, doormen, watchmen employed in office, school, hotel and other buildings, 100 to 300 35-space lines. William H. Cooper. 7c, line; \$5, photos, Acc. (Write for additional information.)

**Building Supply News**, 5 S. Wabash, Chicago 3. (M-30, Jan. \$1.00) Articles on lumber and building material, building information and pictures, yard operation and management; yard handling equipment, concrete products manufacture; 100-200 word articles for "Yard Kinks." John W. Farshall. 40c inch up, Pub.

**Bus Transportation**, 330 W. 42nd St., New York 18. (M-50) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks 1/2c, Pub. News items, first 100 words 2c, bal. each item 1/2c, Pub. (Query.)

**Butchers Advocate & Dressed Poultry**, 82 Beaver St., New York 5. (W-15) Illustrated articles dealing with retailers, wholesalers and packers of meat; occasionally a short-short, 700-1200, based on trade background and trade characters, cartoons. Roy M. Cohen. 1/2c, Pub.

**Candy Industry**, 107 W. 3d St., New York 18. (Bi-W-35) Specific information on activities of manufacturers and jobbers of candy. Correspondents in principal cities. Jack Wax, Mng. Ed. Acc.

**Canning Trade**, The, 20 S. Gay St., Baltimore 2, Md. (W-15) Articles on canning, news items. A. I. Judge.

**Casual Foot Notes**, 253 S. Park St., Linxweiler Bldg., Decatur, Ill. (M-Free) Articles, 500; fillers, 15 words; news items, 25 words, for retail shoe trade. 8x10 glossies of shoe store interiors, displays, windows. Milton Shapiro. 1c; photos, \$1.50, Pub.

**Ceramic Industry**, 5 S. Wabash, Chicago 3. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. J. J. Svec.

**Chain Store Age**, 185 Madison Ave., New York 16. (M-35) G. M. Lebar, Ed.; Frank E. Ledau, Edit. Dir. Works with accredited correspondents only. Write for information about territorial assignments to Martin V. Merritt.

**Cheese Reporter**, The, 610 Monroe St., Sheboygan Falls, Wisc. (W-10) Covers trade news of cheese industry, largely staff written. Fred Beisser.

**Church Management**, 1900 Euclid Ave., Cleveland. (M except August) Illustrated articles on administration problems of church manager and pastor. Dr. Wm. Leach. 1/2c up, Pub.

**Cleaning & Laundry World**, (Cahir Pubs.) 1114 1st Ave., New York 21. (M-25) Merchandising and promotion methods in dry cleaning and laundry industry—new modern plants, wage incentive, and other system articles—improved operating methods. Concise, direct, factual. Photos where possible. Charlie MacDermut. 2c, photos, \$2.50, 30 days after Acc.

**Coal Heat**, 20 W. Jackson Blvd., Chicago 4. (M-25) Articles on fuel and heating. Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia 39. (M-50) Feature articles concerning any phase of truck fleet operation, maintenance and management, 2000-3000; cartoons. George T. Hook. \$50-\$75 per article, Pub. (but frequently in advance.)

**Compressed Air Magazine**, 942 Morris St., Phillipsburg, N. J. (M-35) Articles on semi-technical descriptions of industrial and constructional endeavors in which compressed air plays an important or novel part. C. H. Vivian. 1-2 1/2c, Pub.

**Confectionery-Ice Cream World**, 99 Hudson St., New York 13. Correspondents in principal cities cover news of candy and ice cream industry. Low rates, Pub.

**Co-Op Power**, Agricultural Research Bldg., Ithaca, N. Y. (M-25) Articles on rural electrification; news items; photos. Roy H. Park. 2c, Pub.

**Cooperative Merchandiser**, 309 W. Jackson Blvd., Chicago 6. (M-25) Articles, photos, cartoons, on store modernization and store operation. 1c, Acc. Peter H. Prato.

**Corset & Underwear Review**, 1170 Broadway, New York 1. (M-35) Buyer news, feature articles for corset and brassiere departments, specialty shops. Cartoons; some verse. Louise Campe. 1/2c, Pub.

**Cosmetics & Toiletries**, 1170 Broadway, New York. (M) Illustrated articles on cosmetics and toiletries sales promotion stunts in retail stores, 1000; interviews with buyers, merchandising stories; news items; photos; sales training articles. Laurence C. Messick. 1/2c, Pub.

**C Q**, (The Radio Amateurs' Journal) 342 Madison Ave., New York 17. (M-35) Articles, fillers, photos, cartoons, on amateur radio. L. LeKashman. Acc.

**Cracker Baker**, The, 45 W. 45th St., New York 19. (Chicago office, 360 N. Michigan Ave.) (M-50) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories pertaining to baking. Query. E. J. Van Allsburg. 50c inch, Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos; sales training articles. Laurence C. Messick. 1/2c, Pub.

**Curtain and Drapery Department Magazine**, 373 4th Ave., New York 16. (M) Illustrated articles on merchandising methods of outstanding curtain and drapery departments; photos of window displays. Jack Potter, Ed. 1c photos, \$3, Pub.

**Dairy World**, The, 608 S. Dearborn St., Chicago 5. (M-10) Factual articles with 2 or 3 photos on milk procurement,



handling and processing, merchandising and distributing; new or remodeled plants; fresh-bottled milk and cream, cottage cheese, chocolate drink, buttermilk, and associated milk products. 500-1500. Roscoe C. Chase. 1c; photos \$1; ads with articles, 50c. Pub.

**Defender News**, E. I. Dupont de Nemours & Co., 2504 Nemours Bldg., Wilmington 98, Del. (Q-Free) Semi-technical articles of interest to professional photographers, 750 max., with 3-5 pertinent photos. F. R. Zumbro. \$35 articles minimum. All rights to articles; one-time reproduction rights, photos.

**Department Store Economist**, 100 E. 42nd St., New York 17. (M) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Factual copy ghosted by store executive if possible. Doris Burrell. 1½c. photos \$2.50.

**Designs**, (Bottini Publishing House), 6705 Sunset Blvd., Hollywood 28, Calif. (M) Articles in field of interior decorating and industrial designing, with photos, 500-2500; trade news. Cecil A. Pierson. 1½c; \$5 for first 2 photos with article, \$3.50 for others, and for news photos.

**Diesel Power & Diesel Transportation**, 192 Lexington Ave., New York 16. (M-35) Illustrated articles on Diesel engine operation and maintenance, in power generation, bus, truck, and Diesel-electric locomotives, rail cars, tractors, etc., also articles on economics of plant operation, 500-2000. Brian P. Emerson. About 1c, average \$15 per page, including photos, Pub.

**Diner and Counter Service World**, 144 Bleecker St., New York 12. (Q) Features 2500, shorter articles to 1000, short news items of not more than 100 words each covering interests and problems of operators of diners and counter service restaurants. Features centering about either a diner or counter service restaurant should stress the special attractions, history, and so forth and be illustrated with at least 3 pictures. Naomi Barok, Assoc. Ed. 1c, photos \$1.50.

**Diner**, The, 247 W. Front St., Plainfield, N. J. (M-25) Articles on restaurant management, food costs, purchasing, successful Diner operators, etc., 1000-4000; news items relating to field. Arthur Neumann. 1c-1½c; technical research, 2c; photos, \$2-\$5. Pub.

**Domestic Engineering**, 1801 Prairie Ave., Chicago 16. (M-30) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.

**Drug Topics**, 330 W. 42nd St., New York 18. (Bi-W) Retail drug trade. Dan Rennick. Edit. Dir. 1c, Pub.

**Drug Trade News**, 330 W. 42nd St., New York 18. (Bi-W-15) News of manufacturers in drug and toilet goods fields. Dan Rennick. Edit. Dir. 1c, Pub.

**Drycleaning Industries**, 9 E. 38th St., New York 16. (M-25) Feature articles, short items, and news relating to the drycleaning industry. Arthur P. Nesbitt. 1c, Pub.

**Earnshaw's Infants', Children's and Girls' Wear**, 71 W. 35th St., New York 18. (M) Articles on department store merchandising of infants', children's and girls' wear. Amy Vossen. 1c, Pub.

**Eastern Dealer**, The, 1049 Drexel Bldg., Philadelphia 6. (M-20) Farm equipment dealer success stories; interesting agricultural events, Eastern locale, where farm machinery was used; news items, photos. Grant Wright. 1½c, Pub.

**Editor & Publisher**, 1700 Times Bldg., New York 18. (W-15) Daily newspaper trade articles, new items. Albert U. Brown. \$4 a column up, Pub.

**Electrical Dealer**, 360 N. Michigan, Chicago. (M-35) Sales promotions on electric appliances articles 400-1000 accompanied by photos or advertising material used in connection with described activity, \$17.50-\$35. (Query before submitting.)

**Electrical Merchandise**, 330 W. 42nd St., New York 18. (M-35) Articles about merchandising practices of electrical home appliance retailers with pictures. Laurence Wray. 2c.

**Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1c, Pub.

**Electrical Wholesaling**, 330 W. 42nd St., New York. (M-25) Query editor on experiences of wholesalers' salesmen in selling electrical products. O. Fred Rost. 1c, Pub.

**Excavating Engineering**, South Milwaukee, Wis. (M-35) Semi-technical illustrated articles on excavation by power shovels, draglines, dredges, clamshells, bulldozers and scrapers, including information and data on blasting, drilling and hauling, excavating contracts, open-pit mining, quarry, drainage, 100-4000. P. H. Woods. 2c; photos, \$2; cartoons, \$4 up, Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42nd St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates. Pub.

**Farm Implement News**, 431 S. Dearborn St., Chicago 5. (Bi-W-10) Trade articles on retail merchandising of farm implements, how-to stuff. 1½c, Pub.

**Fashion Accessories**, 1170 Broadway, New York. (M) Brief merchandising articles on gloves, handkerchiefs, jewelry, belts, neckwear, handbags, etc., from outstanding department stores; personnel news. Ada Naven. 1½c, Pub.

**Feed Bar**, The, 1712 W. St. Paul Ave., Milwaukee 3. (M-25) Success stories and illustrated dealer-interview articles on retail feed dealers, 1200 to 1500, cartoons. C. L. Onsgard. 1c-1½c, \$15 minimum; photos, \$1-\$5, Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-10) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¾c, Acc.

**Film Daily**, 1501 Broadway, New York. (D-10) News of the film industry. Chester B. Bahn. Space rates.

**Fishing Gazette**, 461 8th Ave., New York 1. (M-25) Illustrated articles on all branches of commercial fishing (no sport

fishing). Prefers preliminary outline. News and articles on new plants. Photos of commercial fishing boats, with details of equipment. Carroll E. Pellisier. Articles \$5 page and up, news 25c inch, photos up to \$3. Pub.

**Fleet Owner**, The, 90 West St., New York 6. (M-50) Fleet vehicle maintenance articles. E. L. Barringer. Acc.

**Floor Craft**, (Continental College of Floor Efficiency) 1800 East National Ave., Brazil, Ind. (M-10) News correspondents to handle direct assignments on maintenance of large floor areas with special slant for Floorcraft; photos. D. E. Smalley. 1½c, Acc. Up to \$5, photos. (Essential that writer first write for instructions.)

**Flooring**, 45 W. 45th St., New York 19. (M) News and features of interest to flooring contractors. Good rates.

**Food Field Reporter**, 330 W. 42nd St., New York 18. (Bi-M) News of the food and grocery product manufacturers; also illustrated articles on frozen foods and food packaging, 1000. Roy Miller. 1c, Dept. items 8c line, Pub. (Has regular correspondents in most areas.)

**Fountain Service**, 386 4th Ave., New York 16. (M-25) Illustrated articles on merchandising and management of soda fountains, soda lunches to 1000. J. Horan. 1½c, Pub.

**Fuel Oil News**, 1217 Hudson Blvd., Bayonne, N. J. (Twice Monthly) News and illustrated features on retailers and marketers of fuel oil. Oliver C. Klinger. 1½c up, Pub.

**Fueloil & Oil Heat**, 232 Madison Ave., New York 16. (M) News of manufacturing, selling, installing and operation of oil burners, air conditioning, heating fuel oil. A. E. Coburn. 30c inch, Pub. (Overstocked.)

**Fur Trade Review**, 342 Madison Ave., New York. (W) Technical stories on furs. V. Edward Borges. 1c, Pub.

**Furniture Age**, 4753 N. Broadway, Chicago 40, Ill. (M-50) Illustrated home furnishing trend articles 500-1000. furniture, rugs, draperies, bedding; featuring outstanding promotions, modernized stores, model rooms, unusual merchandising methods. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Manufacturer**, 342 Madison Ave., New York 17. (M) Technical articles of interest to furniture manufacturers, particularly on designing, finishing, use of plastics, etc. V. Edward Borges, Edit. Dir. 1c, Pub.; \$1-\$2 photos.

**Furniture Record**, 342 Madison Ave., New York 17. (M) Technical stories on the operation of furniture stores, with particular reference to office handling, lighting, receiving and shipping of merchandise. V. E. Borges. 1c, Pub.

**Furniture South**, High Point, N. C. (M-30) Merchandising plans of Southern furniture retailers, or applicable to all furniture retailers; also, features on Southern furniture manufacturers. Howard B. Essler. 1½c, after Pub. Sup. rights released.

**Garrison's Magazine**, 110 E. 42nd St., New York 17. (M) Illustrated shorts directly relating to dry goods stores or dry goods departments of general and department stores. Acceptable subjects; a good department arrangement, a successful promotion, a good window, a clever counter display, a time or labor saving gadget or arrangement, an example of "good showmanship" either inside or outside the store, an advertisement or series that brought results, an attractive and effective remodeling or modernization job, a successful new store, particularly one opened by a returning serviceman. Photo or photos and description of 50 to 500 words. \$5-\$25, depending on value and significance of item, Acc.

**Gas Age**, 9 E. 38th St., New York 16. (Fortnightly) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

**Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. O. Andrew. 1c, Pub.

**General Merchant of Canada**, 481 University Ave., Toronto 2, Canada. (M) Merchandising stories suitable to assist general merchants in Canada to improve store, sales, etc. Harry W. R. Sayers. 1c, Pub.

**Geyer's**, 260 5th Ave., New York. (M) Brief, illustrated articles on retailing of stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$10, plus \$2 for each photo, Acc.

**Gift & Art Buyer**, 260 5th Ave., New York. (M) Brief interviews, illustrated, on retailing of gift and art, home decorative accessories, greeting cards, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$10 each, plus \$2 for each photo, Acc.

**Glass Digest**, 225 Lafayette St., New York 12. (M) Factual, objective articles on the flat glass and allied industries; also, articles on retailer business building and how-to articles on installation and uses of flat glass and allied materials. Frederick D. Rich. 1½c up, Pub.

**Glass Industry**, The, 55 W. 42nd St., New York 18. (M) Articles covering the technology and production problems of glass manufacturers; news and helpful features of glass manufacturing. Good rates.

**Grocer's Digest**, The, 228 N. LaSalle St., Chicago. (M-20) Articles, 750 to 1500 words, about successful independent retail grocers and merchandising methods that can be supplied to retail grocers; cartoons about grocers. Horace Barks. 1½c; photos \$1; cartoons \$2-\$5, Pub.

**Hardware Age**, 100 E. 42nd St., New York 17. (2-M-15) Illustrated features on retail hardware stores, photos extra. J. M. Witten. \$12 page (about 1½c to 2c per word), Pub.

**Hardware Retailer**, 333 N. Pennsylvania St., Indianapolis 4. (M-15) Illustrated hardware merchandising features. Glendon Hackney. 1c, Acc.

**Hardware World**, 1355 Market St., San Francisco 3. (M) Limited market in 11 Western states for hardware merchandising stories, also sporting goods, housewares, china, glass, toys, cartoons. 100-1000. 1c, after Pub. Photos, \$3 each.

**Hardware & Farm Implement**, 224 Rialto Bldg., Kansas City 6, Mo. (M-10) Illustrated articles on retail hardware and farm equipment dealers, 800-1000, preferably about members of Western Hardware & Implement Association. I. L. Thatcher. 1c, Acc.

**Hat Life**, 1123 Broadway, New York 10. (M) Query on men's hat trade features. Ernest Hubbard. Good rates, Acc.

**Heating, Piping & Air Conditioning**, 6 N. Michigan Ave., Chicago 2. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. M. Burnam, Jr. Good rates, Pub.

**Highway Magazine**, Armo Drainage & Metal Products, Inc., Middletown, O. (M) Illustrated articles on drainage, operation, improvements on public highways, railways, airports. Use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Home Furnishings Merchandising**, 1170 Broadway, New York 1. (M) Articles on salesmanship, advertising, department and window displays, as pertaining to merchandising of furniture, upholstery fabrics, curtains, draperies, floor coverings, lamps and lighting fixtures, etc. 1½c; photos, \$2, Pub. Cy Bernstein, Mng. Ed.

**Hospital Management**, 100 E. Ohio St., Chicago 11. (M-20) Features, news, on various aspects of hospital management such as nursing, food service, pharmacy, special departments, housekeeping, laundry, maintenance. Frank Hicks. 1c, Pub.

**Hotel Bulletin**, 342 Madison Ave., New York 17. (M) Short items and articles on hotel maintenance and management, food preparation and beverage service. V. F. Borges. 1c, Pub.

**Hotel Management**, 71 Vanderbilt Ave., New York 17. (M-35) Articles on hotel financing, maintenance, operation, remodeling; also high class motor courts, 2000. (Always outline in letter first.) Action photos. Walter O. Voegelé. 2c to 3c, Acc.

**Hotel World-Review**, 71 Vanderbilt Ave., New York 17. (W-10) Hotel and travel news. Query on news and features. R. T. Huntington. ½c to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York 1. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Effenbein. 1½c, \$2 for photos, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news of new plants and improvements, locker storage, food processing. Articles on ice merchandising. H. T. McDermott. ½c, Pub.

**Ice Cream Field**, 19 W. 44th St., New York 18. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. ½c, Pub.

**Ice Cream Review**, The, 1445 N. 5th at W. Cherry, Milwaukee 12. (M) Well-illustrated articles on new methods of operation of ice cream plants, new buildings, remodeled plants, merchandising plans. Edward Thom. 1c; photos, \$1-\$3.

**Ice Cream Trade Journal**, 305 E. 45th St., New York 17. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffo. 1c, Pub.

**Implement & Tractor**, Graphic Arts Bldg., Kansas City, Mo. (M) Features on farm equipment retailing, soil conservation, irrigation, and other topics of interest to farmers and particularly farm equipment dealers; personal news items of farm equipment dealers from regular correspondents. Hoyt Hurst. 1½c, photos \$3.

**Implement Record**, 1355 Market St., San Francisco 3. (M-25) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.

**Independent Merchant**, 5853 Easton Ave., St. Louis 12. (M) Feature articles containing practical, usable information, facts and suggestions for the operator of the independent variety store, 400-1000. M. K. Simmons. 1½c-2c, Acc.

**Independent Monthly**, The, 706 Thompson Bldg., Tulsa, Okla. (M-15) Articles on oil economics, operating, technical, field, producing, covering independent oil company interests only. Frank B. Taylor. ½c-2c, Acc. (Query.)

**India Rubber World**, 386 4th Ave., New York. (M-35) Technical articles on economics of rubber industry, trade news, 250. R. G. Seaman. 1c, Pub.

**Industrial Finishing Magazine**, 1142 N. Meridian St., Indianapolis 4. (M-20) Articles of timely interest and value to manufacturers who paint, varnish or lacquer their products; also, articles on surface preparation before painting, application of protective and decorative coatings, and oven drying of these coatings. W. H. Rohr, Pres.-Ed. 2c, min., immediately after Pub.

**Industrial Retail Stores**, Southern Bldg., Washington 5, D. C. (M-25) Merchandising articles and success stories on "company store" operations, 500-1000. Hui Bronson. ½c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland 15. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York 1. (M) Articles on merchandising of infants' and children's wear and shoes; news of buyers and sales promotion events in children's wear field. Dorothy Ste. 1½c, Pub.

**Inland Printer**, 309 W. Jackson Blvd., Chicago 6. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. 1c, Pub.

**Institutions Magazine**, 1801 Prairie Ave., Chicago 16. (M-35)

Articles on food, equipment, maintenance and management of institutions. Photos. 1c, photos \$2 up, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Edn., W-15; Fire Edn. W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. Fred C. Crowell, Jr. 35c inch, Pub.

**Insurance Salesman**, 1142 N. Meridian St., Indianapolis 6, Ind. (M-20) Articles by life insurance salesmen about their methods. Robert Osler. ½c, Pub. (Buys little from freelancers.)

**International Blue Printer**, 506 S. Wabash Ave., Chicago 5. (M) Articles to 1500, with photos if possible, on commercial blue print and photocopy firms; no general business articles or news items. Before preparing an interview article, write editor for introductory letter. Ray Good, Jr. 1c, photos \$5, Pub.

**Jewelers Circular-Keystone**, 100 E. 42nd St., New York 17. (M-25) Illustrated stories on window display, advertising, merchandising, based on experience of some well-rated jeweler, with special emphasis on "how to" angle. 1200-1500. L. F. King. 60c inch, photos \$3-\$5, Pub.

**Jewelry**, 381 4th Ave., New York 16. (2M) Spot news of all aspects of jewelry trade, merchandising tips, style trends, personnel, crime, obituaries. Alvin Levine. 55c col. inch.

**Juvenile Merchandising**, 114 E. 32nd St., New York 16. (M-35) Features on outstanding nursery furniture departments and stores, giving the merchandising angle. Elvira Grippa. 1c, Pub.

**Laundry Age**, 9 E. 38th St., New York 16. (M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling in dry cleaning departments of laundries; news items; photos. Arthur P. Nesbitt. 1c, Pub.

**Laundryman's-Cleaner's Guide**, 200 Western-Union Bldg., Atlanta 3, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets, maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants of the South, 1750-1200. 1c, photos \$3.50, Acc.

**Leather and Shoes**, 300 W. Adams St., Chicago 6. (W-15) Features on outstanding shoe manufacturers and tanners and shoe distributors; new developments, constructions, etc. in shoe-making and tanning; promotion campaigns by manufacturers. 1c, Pub. (Query.) Submit features to W. A. Rossi, 10 High St., Boston 10, Mass.

**Linens & Domestics**, 1170 Broadway, New York 1. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Effenbein. 1½c, photos \$2, Pub.

**Liquor Store and Dispenser**, 205 E. 42nd St., New York 17. (M-40) Illustrated merchandising articles 800, for wine and liquor retailers, taverns and restaurants; cartoons. Frank Haring. 1½c-2c, photos \$1.50 to \$3.50, Pub.

**Locker Management**, 105 S. 9th, St. Louis, Mo. (M) Articles directly connected with locker plants or locker plant operation; locker-theme cartoons; shorts. Albert Todoroff. 3c, photos, \$4, Acc.

**Locksmith Ledger**, 49 Monticello Ave., Jersey City 4. (M) Articles of, by, and for, locksmiths, keymakers, and general repair men—success stories, shop improvement methods, unusual advertising stunts, etc., to 500. M. Leonard Singer. 1c, Acc.

**LP-Gas**, 9 E. 38th St., New York 16. (M-25) Articles on distribution of LP-Gas, also known as "bottled gas," 750; news items, photos. E. F. Eberhart. 50c col. inch, features; 40c col. inch, news.

**Luggage and Leather Goods and Handbag Buyer**, 1170 Broadway, New York 1. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Mellin. 1½c, Pub.

**Lumber Merchant**, The, 1026 Trust Bldg., Lincoln 8, Nebr. (M-20) Articles on all types of building materials and yard management; editorials, jokes, fillers, news items, photos, cartoon ideas. Howard W. Elm. Pub.

**Marking Industry**, 407 S. Dearborn St., Chicago 5. (M-25) Illustrated articles that pertain to marking from sales, merchandising, or manufacturing angle. A. W. Hachmeister. 1c up, Acc.

**Mason Mint**, The, The Home Service, 154 Nassau St., New York 7. Articles slanted to candy wholesalers showing them how to improve their business, how to get customers, how to make more money, how to run their bookkeeping, etc. Query on "Jobber of the Month" feature. Features, up to \$20, photos to \$10; shorts, not over 300, \$10 plus \$3 for each photo.

**Master Shoe Rebuilder**, 60 South St., Boston 11, Mass. (M-10) Illustrated articles on modern, progressive shoe rebuilders; cartoons. W. C. Hatch. ½c to 1c, Pub.

**Meat**, 664 N. Michigan Ave., Chicago 11. (M) Query on features, based on interviews with meat-packing officials on production methods, merchandising ideas. H. L. Rothra. ¾c, Pub.

**Meat Merchandising**, 105 S. 9th St., St. Louis 2. (M-20) Articles based on actual visits to successful retail meat markets; merchandising ideas. Gilbert R. Palen. 1½c, Acc.

**Men's Wear**, 8 E. 13th St., New York 13. News, features on men's wear departments, stores. W. D. Williams, Gen. Mgr. Good rates, Pub.

**Merchants Trade Journal**, 1912 Grand Ave., Des Moines 5, Iowa. (M-50) Feature articles on advertising, display, promotion ideas used by dry goods and department stores. Dorothy Thomsen, Mng. Ed. 1c, Acc.

**Meyer Druggist**, The, 217 S. 4th St., St. Louis 2. (M) Re-

tail drug merchandising and management articles. 1000-1500, covering territory extending from Indiana and Alabama to Arizona and from Iowa to the Gulf of Mexico. Lorenz F. Petersen. 1½c, Acc.

**Midwestern Druggist**, 610-20 W. 9th St., Bldg., Kansas City 6, Mo. (M) Practical merchandising ideas that have been put to work in retail drug stores, or sales promotional ideas that are clicking in such stores. Robert F. Kelley, Ind.

**Milk Dealer**, The, 1445 N. 5th St. at W. Cherry, Milwaukee 12, (M) Well-illustrated articles on operation, sales, and management methods of retail milk plants, with special emphasis on stories of new plant construction or remodeling, with layout sketches, and merchandising of dairy products. Edward Thom. 1c; photos, \$1-\$3.

**Milk Salesman**, The, (A. D. Walter, Inc.) 5405 Penn Ave., Pittsburgh 6, (M-25) Short articles not over 2 pages (1 page preferred) on delivery of milk to homes, and other subjects pertaining to milkman characters. A. D. Walter. Ind.

**Mill & Factory**, (Conover-Mast Corp.) 205 E. 42nd St., New York 17, (M-35) Query editor for copy of magazine and instructions. Carl C. Harrington. 1c up, usually Acc.

**Modern Hospital**, 919 N. Michigan St., Chicago 11, (M-35) Hospital subjects, 750-1500, from experts only. Robt. M. Cunningham, Mng. Ed. Pub.

**Modern Packaging**, 122 E. 42nd St., New York 17, (M-50) Illustrated articles on package production, design display, on assignment. C. W. Browne and Lloyd Stouffer.

**Modern Plastics**, 122 E. 42nd St., New York 17, (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. Hiram McCann, Ed.; Paul Peck, Mng. Ed. ¼c up, Pub.

**Modern Retailing**, 250 5th Ave., New York 1, (Q) Illustrated short articles dealing successful sales ideas, methods and stunts of small stores selling stationery office supplies, school needs, novelties, etc. Photos. A. N. Borno. 1½c, Pub.

**Modern Stationer**, 250 5th Ave., New York 1, (M-25) Illustrated dealer stories. David Manley. 1½c, photos, space rate, Pub.

**Modern Sundries**, 80 Wall St., New York, (M) Feature articles on merchandising of sundries through wholesalers, chain drug stores, variety stores, department stores, chain tobacconists. T. F. Sullivan. 1c, Pub.

**Modern Transportation**, 262 Washington St., Boston 8, Mass. (M-20) Articles on trade, motor vehicle transportation, 2000; jokes, editorials, cartoon ideas. Myles W. Illingworth.

**Hotels & Courts**, 544 W. Colorado Blvd., Gendale, Calif. (M) News items concerning operating new and proposed businesses; personality sketches of motel operators; photographs. Trade space paid for news, \$1-\$5, photos. Jean Jacques.

**Motor**, 572 Madison Ave., New York 22, (M) Articles on merchandising, service and management for new car dealers, repairshop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago 6, (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.

**Motorship**, 192 Lexington Ave., New York 16, (M-25) Descriptive articles on Diesel-powered boats and performance stories. Technical articles on marine Diesel subjects. Michael J. O'Leary. 1c, Pub.

**Musical Merchandise**, 510 RKO Bldg., 1270 6th Ave., New York 20, (M-25) How-to-stories based on interviews with leading musical merchandise and record dealers. H. Clay Fisher. 1c, photos, \$2.50, Pub.

**Musical Trades**, 113 W. 57th St., New York, (M-25) Merchandising articles on piano and musical instrument houses, music publishers, etc.; news of same; features. 1c, Pub. (Reserves right to cut.)

**N. A. R. D. Journal**, 205 W. Wacker, Chicago 6, (Bi-M) Official magazine of National Assn. of Retail Druggists. Articles on drug store merchandising. P. I. Slettedahl. 1½c, Acc.

**National Bottlers' Gazette**, 260 Broad St., New York 4, (M-50) Features and photos of interest to the bottled soft drink industry; cartoons; cartoon ideas. M. J. Becker. \$7.50 page, Pub. Uses accredited correspondents only.

**National Cleaner & Dyer**, 304 E. 45th St., New York 17, (M-35) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. William R. Palmer. Special rates, Pub.

**National Furniture Review**, 666 Lake Shore Dr., Chicago, (M-30) Authentic home furnishings operating articles, to 1600, well illustrated. Mary Seaman. 1½c, Acc.

**National Photo Dealer**, 43 Park Ave., New York, (M-25) Articles on successful camera shops; good promotion stunts of camera shops. Augustus Wolkman. 2c, Acc. (Overstocked.)

**National Provisioner**, 407 S. Dearborn St., Chicago 5, (W-25) News and features on modern meat packing plants and sausage manufacturing, 1500-2000 features; 25-100, news; fillers; photos; cartoons. Edward R. Swen. 1c-2c; 50c inch news, photos \$3 up, Pub. (Query on features.)

**National Rug Cleaner**, 114 E. 32nd St., New York 16, (M-35) Trade features on rug cleaning plants—2 pictures, with technical information and merchandising. Marion Dooley. 1c, Pub.

**New South Baker**, 75, 3d St., N.W., Atlanta, Ga. Articles on baking; news items; photos. Pub.

**Newspaperman**, Hyde Park 36, Mass. (M-10) Stories by working newspapermen to 2000; photos; cartoons; gags. Herbert A. Kenny. 50c, inch; \$5, photos; \$10, cartoons; \$1, gags. Pub.

**Newspaper Management**, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. ½c, Pub. (Overstocked.)

**Northwestern Miller**, The, 118 S. 6th St., Minneapolis, Minn. (W-10) Articles and photos dealing with flour, grain, feed and commercial baking products. Carroll K. Michener, Mng. Ed. 1c, Acc.

**Northwest Motor**, 83 Columbia St., Seattle 4, Wash. (M-20) Articles on automotive trade, particularly Northwest region. M. R. Trepp. 1c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York 1, New of notion department buyers. Merchandising features. A. I. Mellin. 1½c, Pub.

**Office**, 270 Madison Ave., New York 17, (M) Method articles of interest to office managers. Articles of interest to commercial stationers and office equipment dealers. 600-1800. James Gorman. ½c-2c, Acc.

**Office Appliances**, 600 W. Jackson Blvd., Chicago 6, (M-25) Articles on selling office equipment, 1200. Walter S. Lennartson. 2 col. page 45c inch; 3 col. page 30c inch, Pub.

**Oriental Rug Magazine**, 114 E. 32nd St., New York, (M) Articles on merchandising of Oriental rugs; promotions; displays, etc. Must be well-illustrated. 1c, photos, \$2.50, Pub.

**Pacific Drug Review**, Woodlark Bldg., Portland 5, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Pacific Goldsmith**, 657 Mission St., San Francisco 5, (M-25) Uses limited number of merchandising articles with Western slant on successful promotion, advertising, and display of jewelry store items; especially interested in seasonal events. 750-1250. Robert B. Frier. 1c, Acc.; photos, \$3.

**Pacific Road Builder and Engineering Review**, 709 Mission St., San Francisco 4, (M) Illustrated articles on heavy construction; factual material showing how job was done; action pictures. From Western states only. John F. Brereton. \$30 per article including photos, Pub.

**Pacific Stationer & Office Outfitter**, 657 Mission St., San Francisco 5, (M) Uses limited number of merchandising articles with Western slant on successful promotion, advertising, and display of items handled by stationery and office supply stores; especially interested in seasonal items, 750-1250. Robert B. Frier. 1c, Acc.; photos, \$3.

**Package Store Management**, 384 4th Ave., New York 16, (M-25) Illustrated merchandising features on wine and liquor package stores (no bars). Jesse Stechel. Ed. 1c up, Pub.

**Packing & Shipping**, Masonic Bldg., Plainfield, N. J. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc. 1000. C. M. Bonnell, Jr. ½c to 1c, photos 50c to \$1, Pub.

**Paper Sales**, (Davidson Pub. Co.) 22 E. Huron St., Chicago, (M-25) Authoritative and meaty articles, 1000-2000, of and about the operation and sales methods of wholesale paper merchants and their salesmen, illustrated. Jack Hand. 1c-2c, Acc.

**Pet Supply Merchandising**, 1 Madison Ave., New York 10, Articles to 1600 on pets and pet supply merchandising; 100-word shorts. Eileen Shubb. 1c; photos, \$1, Pub. (Reported unsatisfactory.)

**Photographic Age**, (Boland & Boyce, Inc.) Montclair, N. J. (M) Articles on companies using photography extensively, commercial studios doing a great deal of industrial photography; news items of the latest developments in industrial and business photography, and new photographic products; also good fresh articles on camera and lighting technique, color photography, photographic processing technique. Marvin H. Albert, Assoc. Ed. 2½c.

**Photographic Age**, 460 Bloomfield Ave., Montclair, N. J. (M-35) News and illustrated features covering use of photography in industry—in sales promotion, employee training, advertising, etc. J. J. Roche, Mng. Ed. 2½c-5c, \$1-\$5, photos, Pub.

**Photography Business**, 1114 1st Ave., New York 21, (M) Features to 1800 on outstanding portrait or commercial photographers; shorter articles on such photographers; advertising, promotion, merchandising, etc., methods; news items, fillers. John S. Carroll. 2c; photos, \$2.50.

**Piano Trade Magazine**, 20 E. Jackson Blvd., Chicago 4, (M-20) Articles on music industry. Roy E. Waite. Staff-written at present.

**Picture & Gift Journal**, 408 Olive St., St. Louis 2, Mo. (M-25) Articles on picture and gift shops, framing departments. Pub.

**Plastics**, 342 Madison Ave., New York, (M) Informative, educational, technical, and semi-technical articles on plastics, their use and manufacture, 500-3000, illustrated. 1c, Pub. incl. photos.

**Plastics and Resins**, 299 Madison Ave., New York 17, (M-35) Technical and non-technical articles on manufacturing methods used for plastic items, 3000-4000; short cuts; news of molding and fabricating plants and personnel. Garde Serafin. 1c-2c; photos \$3, Pub.

**Playthings**, 71 W. 23d St., New York 10, (M-50) Retail store articles covering the toys, dolls, games, and related industries. Ben W. McCready; Frances B. Pinkett, Assoc. Ed. 1c, photos, \$3-\$5, Pub. Supplementary rights not released.

**Plumbing and Heating Business**, 5941 Grand Central Terminal Bldg., New York 17, (M-25) Articles, usually on assignment, covering plumbing, heating contracting; trade news. 2c, Pub.

**Plumbing and Heating Journal**, 45 W. 45th St., New York 19, (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-



interest illustrations, 1000. R. G. Bookhout. 1c, Pub.

**Post Exchange**, 292 Madison Ave., New York 17. (M) Material on operation of Army Exchanges and Ship's Service Stores; cartoons. Lansford F. King. 1½c-3c; photos, space rates (\$2-\$5). Pub.

**Power Generation**, 53 W. Jackson Blvd., Chicago 5. (M-11) Technical articles on design, construction and operation of steam, electric, and hydro power, 500-1500. A. W. Kramer. 1c Min., Pub.

**Power Wagon**, The Motor Truck Journal, 407 S. Dearborn St., Chicago 5. (M) Illustrated articles on operation of truck and trailer fleets engaged in long distance hauling of freight and merchandise, 1000-2500. A. W. Stromberg. 1c-2c, Pub.

**Practical Builder**, 59 E. Van Buren St., Chicago 5. (M-25) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. James M. Lange, Mng. Ed. Indefinite rates, Pub.

**Printed Selling**, (Davidson Pub. Co.) 22 E. Huron St., Chicago. (M) Articles dealing with handling of specific sales problems through use of direct mail or printed selling; authoritative articles on technical handling of printing. Jack Hand. 1c-2c, Acc.

**Printing**, 41 Park Row, New York. (M-30) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Ernest F. Trotter, Ed. 40c inch, photos \$1 to \$2, plus space, Pub.

**Production Engineering & Management**, 2852 W. Grand Blvd., Detroit 2. (M-25) How-to-do-it articles on mass production, jigs, fixtures, processes, methods, machinery, tools, new materials, etc., 1500-2500; fillers; photos, and news of plant personnel. William A. Silverman. 1c up; photos \$2.50, Acc.

**Progressive Grocer**, 161 6th Ave., New York 13. (M-25) Illustrated idea articles, 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 2c, Acc. Original jokes with grocery slant, \$2 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

**Publishers' Weekly**, The, 62 W. 45th St., New York 19. (W-15) Articles about and of interest to book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c, 10th of mo. following Pub.

**Quick Frozen Foods**, 82 Wall St., New York 5. (M-35) Articles on freezing, lockers, 1200-1500; short items on new locker plants, new freezers, etc. E. W. Williams. 1½c. 50c, short items, \$1 photos, Pub.

**Radio & Appliance Journal**, 1270 6th Ave., New York 20. (M-25) "How-to" articles about radio, record and appliance dealers. Must be well written; must have photos. A. H. Kolbe. 1c; photos, \$2.50, Pub.

**Radio and Television Retailing**, 480 Lexington Ave., New York 17. (M) Illustrated features on radio and electric appliance merchandising, 100-500. O. H. Caldwell. 1c up, Acc.

**Radio and Television Weekly**, 90 Hudson St., New York 13. (W) Correspondents in principal cities provide news covering activities in radio and allied industries. Cy Kneller. Low rates, Pub.

**Radio-Electronic Engineering**, 185 N. Wabash Ave., Chicago 1. (M) Well-illustrated technical articles covering research development and applications in field of electronics and closely allied fields. H. T. Renne, Tech. Ed. 3c-5c. Acc.

**Radio-Electronics**, 25 W. Broadway, New York 7. (M-30) Semi-technical articles on radio-electronic equipment, radio servicing, construction, experiment, 2000. Cartoons and cartoon ideas. Hugo Gernsback. Pub., at rates depending on arrangement.

**Radio Maintenance**, (Boland & Boyce, Inc.) Montclair, N. J. (M) Good articles on servicing techniques, new test equipment, advertising and selling to the serviceman, and other related A.M., F.M., and television articles; stories about men who have developed successful service businesses. Marvin H. Albert, Assoc. Ed. 2½c. (Query).

**Railway Mechanical Engineer**, 30 Church St., New York. (M-50) Railroad shop kinks, photos. Roy V. Wright. 75c inch, Pub.

**Refrigeration**, 1070 Spring St., N.W., Atlantic, Ga. (Bi-M-15) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators, and refrigerated locker plants. O. J. Willoughby. \$4 column, Pub.

**Refrigeration Industry**, (Refrigeration Pub., Inc.) 1240 Ontario St., Cleveland 13. (M-30) News, photos, technical and merchandising articles of interest to refrigeration mechanics, dealers, jobbers, and engineers, to 2500. Cartoons. T. T. Quinn. 1c up, photos extra, Pub.

**Reporter**, The, Box 512, Milwaukee 1, Wisc. (Bi-M-Free) Articles, fillers, Tractor Division's external house organ. Henry K. Saemann. 5c; photos, \$5, Acc.

**Restaurant Management**, 71 Vanderbilt Ave., New York 17. (M-25) Articles on restaurant financing, maintenance, operation, remodeling. Action photos. Query editor. J. S. Warren. 2c-3c, Acc.

**Retail Bookseller**, The, 55 5th Ave., New York 3. (M-25) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c minimum, Acc.

**Retail Coalman**, 53 W. Jackson Blvd., Chicago 4. (M-20) Geo. H. Cushing. Staff-written.

**Retail Management**, 342 Madison Ave., New York. (M) Concise, full-of-fact articles on department store merchandising, management, office procedure, receiving and delivery. V. E. Borges. 1c, Pub.

**Retail Tobacconist**, 1860 Broadway, New York 23. (Bi-M-20) Articles on business methods of successful tobacconists. 500-800. 1c; photos, \$3, Pub.

**Rock Products**, 309 W. Jackson Blvd., Chicago 6. (M) Articles on cement, lime, gypsum, crushed stone, sand and gravel plant operations, ready-mixed concrete, precast concrete, and all other non-metallic minerals. Bros Nordberg. \$15 per page, including illustrations, Pub.

**Roofing, Siding & Insulation**, 45 W. 45th St., New York 18. (M-23) Merchandising features and news concerning trade. Bernard Hill. 1½c, Pub.

**Rubber Age**, 250 W. 57th St., New York 19. (M-35) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 a page, Pub.

**Rug Profits**, 386 4th Ave., New York 16. (M) Articles on floor covering, merchandising, modernization, displays, promotions. Eleanor F. Duff. 1c-1½c, Pub.

**Seafood Business Magazine**, P. O. Box 185, Port Lavaca, Texas. (M) Interviews with seafood wholesalers, retailers, restaurants, with emphasis on Texas seafood. Ruel McDaniel. 1c, Pub.

**Seed World**, 327 S. LaSalle, Chicago 5. (2-M) Articles and photos on growing and merchandising seeds. News ed.: B. A. Hoover. ½c, Pub.

**Self-Service Grocer**, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching managers of large-volume supermarkets of all kinds. Gordon Cook, Ed.; Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

**Shipping Management**, 425 4th Ave., New York 16. (M-25) Articles of interest to shipping managers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.

**Shoe Manufacturer**, 342 Madison Ave., New York. (M) Technical articles on factory operations in the manufacture of shoes. V. E. Borges. 1c, Pub.

**Southern Automotive Journal**, 1020 Grant Bldg., Atlanta 3, Ga. (M) News and features covering the automotive trade in the South and Southwest. William C. Herbert. 1c up, Pub.

**Southern Fisherman**, 504 Pan American Bldg., New Orleans, La. (M-25) Needs regular correspondents along the southeastern shores; specifically Texas, Maryland, Virginia, the Carolinas, and some points in Florida. Commercial fishing only; no sport fishing. Also, features with photos on wholesaling, frozen food merchandising, restaurant use and all other aspects of commercial seafood merchandising. Query. Warren Gleason. ½c up, Pub.

**Southern Food Processing**, (H. L. Peace Pubs.) 624 Gravier St., New Orleans 12, La. (M-25) Illustrated articles of interest to food processors—canners, packers, packagers, quick-freezing, and a few articles on food distribution, covering 21 Southern and Southwestern states between lower California, Arizona and Colorado, eastward to Florida and Maryland. Cartoons. S. W. Corbino, Ed. 1c, Pub. Add. for photos.

**Southern Funeral Director**, 1070 Spring St., N.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising, illustrated articles on new funeral homes costing \$25,000 or more, public relations. O. J. Willoughby. ½c to 1½c, Pub.

**Southern Hardware**, 806 Peachtree St., N.E., Ga. (M-25) Illustrated articles on management and merchandising methods in southern retail hardware stores and retail farm equipment dealerships. Ralph E. Kirby. 1c up, Pub.

**Southern Laundry & Cleaner**, (H. L. Peace Publications) 624 Gravier St., New Orleans 12. (M) Illustrated operation, management, advertising articles of interest to laundry and dry cleaning plant owners, to 2500. Cartoons. Newton C. Evans. 1½c-2c, Pub.

**Southern Printer**, 75 3rd St., N.W., Atlanta. (M) Illustrated factual articles, 1000-1500, based on actual experiences of printers in 14 Southern states. Chas. Fram. 25c col. inch, Pub.

**Southern Stationer & Office Outfitter**, 75 3rd St., N.W., Atlanta, Ga. (M-20) Business-building articles based on interviews with Southern stationers and office outfitters; news, photos. V. T. Crenshaw.

**Southwestern Baker**, 542 M. & M. Bldg., Houston 2, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, No. Carolina, Oklahoma, New Mexico, Colorado and Arizona baking industry. Charles Tunnell. ¾c to 1c, photos \$1 up, Pub.

**Spice Mill**, The, 106 Water St., New York 5. (M-50) Feature articles on tea, coffee, spices, condiments and flavoring, espe-

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cially dealing with practical manufacturing and merchandising problems. E. F. Simmons. 1/2c to 1c, Pub.

**Sporting Goods Dealer**, The, 2018 Washington St., St. Louis 3, Mo. (M-35) Illustrated interviews on sporting goods merchandising, store management, 750-1000; news. Hugo Autz. 1c, Pub.

**Sportswear**, 342 Madison Ave., New York. (M) Technical articles on fabrics and also on sportswear designs of garments. V. Edward Borges, Edit. Dir. 1c, Pub.

**Starchroom Laundry Journal**, 304 E. 45th St., New York 17. (M-35) Short trade stories, well illustrated, in power laundry field only; fillers; photos. Wayne Wilson. 1 1/2c, Pub.

**Super Market Merchandising**, 45 W. 45th St., New York 19. (M) Illustrated articles, and news items, on management and operation of super markets, 2500, maximum. M. M. Zimmerman. 1c, Pub.

**Surgical Business**, 369 Lexington Ave., New York 17. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, to 1000. 1c up, Pub.

**Syndicate Store Merchandiser**, 79 Madison Ave., New York 16. (M-35) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; and new stores with photos; also human-interest items tied up with 5c-10c stores; cartoons; jokes. All material must be angled to 5c-10c field. Preston J. Bell. 1c to 2c to 400 words, Acc.

**Telegraph & Telephone Age**, 25 Beacon St., New York. (M-25) Technical articles and news in communications field, wire, radio. M. E. Thompson.

**Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles 13. (M-1) How-to articles for aiding florists; informative articles on facts of flower industry, to 1000. Cartoons. Grace K. Kunkle. 1/2c; cartoons, \$3, Pub.

**Telephony**, 608 S. Dearborn St., Chicago 5. (W-15) Fillers, news items, photos, cartoon ideas. 21c inch, Pub.

**Tire Review**, 31 N. Summit St., Akron 8, Ohio. (M) News of tire trade; merchandising articles on tire and battery dealers, jobbers, vulcanizers, retreaders, etc. Edward S. Babcox, Jr., Ed. 1 1/2c.

**Tires Service Station**, 386 4th Ave., New York 16. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators, 1500-2000. Jerome T. Shaw. 1c, news items 25c inch, fillers 1/2c, photos \$3, Pub.

**Tourist Court Journal**, 1075 1st St., Temple, Texas. (M-25) Articles on management and maintenance of tourist courts, with photos, layouts, sketches, 1/2c and up, Acc.

**Trader and Canadian Jeweller** (Consolidated Press, Ltd.), 73 Richmond St., W., Toronto. (M-25) Articles of interest to jewelry trade, 800-1200; news items; photos; fillers; jokes; cartoons (all of jewelry interest).



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**Travel Management**, 342 Madison Ave., New York. (M) Technical articles on the development of steamship, air line, bus and railroad travel by acknowledged leaders of the industry. V. E. Borges. 1c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York 13. Correspondents in principal cities cover news of the tobacco industry. Low rates, Pub.

**Vend**, 155 N. Clark St., Chicago 1. (M) Well-illustrated articles on all angles of the coin-operated machine business, 1000-4000; dealers, operators, manufacturers, users, etc. Double-check copy for accuracy. R. W. Schreiber. Good rates.

**Venetian Blind News**, 301 E. 5th St., Fort Worth 2, Tex. Articles on Venetian blind manufacturers, selling and manufacturing, 1000; photos, cartoons. Tom Murray. Pub.

**Venetian Blinds**, 431 S. Dearborn St., Chicago. (M-25) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendleton. 1c, Pub.

**Voluntary and Cooperative Groups Magazine**, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching executives and buyers in organizations sponsoring Voluntary or Cooperative Groups, as well as large-volume members of the various Group organizations. Gordon Cook, Ed.; Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

**Welding Engineer**, 520 N. Michigan Ave., Chicago 11. (M-35) Technical and practical articles of interest to welding departments and shops. T. B. Jefferson. 1c, Pub.

**Western Baker**, 121 2nd St., San Francisco 5, Calif. (M-25) Articles on Western baking, wholesale, retail, merchandising, engineering, production, display, etc. Ennis B. Gicker. 1c, Acc.

**Western Brewing and Distribution**, 4328 Sunset Blvd., Los Angeles 27. (M-25) Technical or scientific articles on brewing, malting, etc. R. D. Roberts. 35c col. inch, Pub.

**Western Canner & Packer**, 121 2nd St., San Francisco 5, Calif. (M-35) Practical descriptions of canning, drying, freezing or glass-packing production methods, 1500, in Western states. 1c, Acc. E. B. Stark.

**West Coast Druggist**, 1706 N. Highland Ave., Hollywood 28, Calif. Drug store modernization plans, rough sketches of new types of fixtures, store ownership changes. 6 Western states only. Bert Butterworth. 2c, Pub.

**Western Confectioner Ice Cream News**, 4328 Sunset Blvd., Los Angeles 3. (M-25) Technical or news articles on the confectionery or ice cream industry. J. Edw. Tuft. 35c inch, Pub.

**Western Construction News**, 503 Market St., San Francisco 5. (M-35) Illustrated articles on all phases of Western construction engineering. John M. Server, Jr. 1½c, Pub.

**Western Flying**, 4328 Sunset Blvd., Los Angeles 27. (M) Practical articles on aviation sales, service, production, or aircraft operation, military, commercial, private. Query on features. Fred Russell. 1c and up, Pub.

**Western Fabrics Curtains & Draperies**, (Service Publications) 4326 Sunset Blvd., Los Angeles 27. (M) Merchandising stories showing how curtain, drapery and slip cover retailers build up their sales or cut operating costs; also good stories of successful promotions, good displays. New and unique stories, correlation of products, etc., to 1000. Good sharp glossies to illustrate. Harriet Puffer, Mng. Ed. 2c, Acc.

**Western Home Furnisher**, 3630 Eastham Dr., Culver City, Calif. (M) Articles covering the home furnishing trades of 11 Western states. Walter Chester. 1c, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles 7. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Western Toy Fair**, (Bottini Publishing House), 6705 Sunset Blvd., Hollywood 28, Calif. Covers Western toy area. Articles involving both retailing and manufacturing methods; retailing problems and successes; new toys; economic trends in the industry, 500-1000. Personality articles on important figures in the industry. Only new toys and trade news from other than Western area. Carl A. Pierson. 1½c; \$3.50, photo.

**Western Upholstery Furniture & Bedding**, (Service Publications) 4326 Sunset Blvd., Los Angeles 27. (M) Articles telling how upholsterers, upholstered furniture manufacturers and mattress manufacturers increase production, cut operation costs, use production-line operations, etc., to 1000. Good sharp glossies to illustrate. Harriet Puffer, Mng. Ed. 2c, Acc.

**Wine Review**, 4328 Sunset Blvd., Los Angeles 27. (M-25) Articles on wine production and merchandising, etc. News items. P. T. Carre. 25c inch, Pub.

**Wood Construction and Building Materialist**, Xenia, O. (M-20) News articles on retail lumber and building material dealers, based on specific interviews. Richard D. Downing. 16c inch, including art, Pub.

**Your Business, Liberty Distributors**, 30 N. 5th St., Philadelphia 5. (M-15) Exceptionally good material on outstanding merchandising methods of well-established hardware stores, especially on small town or village store, signed by dealer where possible. Val Jurgell, 2c, Pub.

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# LITERARY MARKET TIPS

Our New York correspondent writes: "Authors should know facts . . . that there is a depression on in the entertainment field, and while it hasn't made itself felt in magazines as yet, it is hitting all other fields, particularly book and motion picture sales. Even Walter Winchell admits it. He said recently: 'Book sales are off 20 per cent with publishers most worried about competition of television. Movie business is off from 50 to 60 per cent. Music is hard hit . . . songs that once sold half a million now sell about 40,000. Income is down . . . people are spending their pay on rent and food.' Authors are now competing with high cost of living. Food for body comes before food for thought. . . . One agent predicts the slump will hit the magazines this winter when many will use less material or will lower prices in order to meet higher costs in printing and loss in revenue due to lower circulation, or cost of holding circulation if possible. . . . But don't blame it on television. One station laid off 40 people one week in October. The cheaper magazines will hold up for a while, for magazines can get into a home where a book can't. Any 15c magazine is gobbled up on newsstands. The 25c ones linger. Incidentally, sales of mink coats have dropped 60 per cent. If you must buy one, offer the merchant 35 per cent of the price. You may get it for that. . . . Radio didn't hit book sales so much, for people could read and listen to music. But they can't read and watch television. The point for authors: 'Write short magazine fiction and articles. Don't write books until a publisher asks you.' Your chances of selling a book are small in comparison with chances of selling to magazines. New York agents' sales on the whole are off 50 per cent, based on income. That's because most big money sales come from movies, and steady royalties on books. . . . Look for more sensationalism in fiction for a while. Even true stories will start getting warm again. Readers will have to be excited into buying. *Reader's Digest* will continue to grow, for people will sell themselves on the idea of dropping extra magazines like the *Post*, *Collier's*, *Liberty*, etc., but read *Reader's Digest* which gathers cream of all magazines. General magazine publishers have kidded themselves into believing that *Reader's Digest* doesn't hurt them. But they will learn that it does, when the depression gets going. And as circulation drops on the big magazines of fiction and fact, *Life Magazine* will get more and more advertising because picture magazines will be the last to be hit by less reading matter being bought. But even doubling in circulation of *Life* and *Reader's Digest* would mean little to authors, especially newer ones. Authors will be forced to cooperate with the general magazines for their own protection . . . even taking less in order to save their markets. The best advice now to authors is to have a side-line just for emergency."

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Walter R. Schmidt, now editor of *True Confessions*, 67 W. 44th St., New York 18, was formerly managing editor of *True Police Cases*, published by Fawcett Publications, but not of the Fawcett Publications.

*The Postmark*, % Norma Anne Kirkendall, 832 Oakwood Ave., Columbus 6, Ohio, a paper interested in the welfare of handicapped people, would like to receive stories concerning the achievements of such people, or about persons who do things to aid the handicapped. "At present," writes Miss Kirkendall, "we are not in a position to pay except with copies of the paper, but all manuscripts accompanied by the usual self-addressed and stamped envelope will be either accepted or returned with comments. Knowing the value of the personal note to a writer, our policy includes a personal letter to the one who misses the mark with the reasons for the miss."

*Amazing Stories*, *Fantastic Adventures*, and *Mammoth Western*, monthly pulps published by Ziff-Davis, 185 N. Wabash Ave., Chicago 1, are wide open for material. "Submissions will be welcomed with open arms," writes Raymond A. Palmer, editor. "We are currently using approximately 200,000 words per month, equally divided among science fiction, fantasy, and Western. . . . During the past six months, submissions have dropped off, because of our overstocked condition. Now that this has been remedied, let's see some scripts." Rates are unchanged, from 1¼ cents to 3 cents a word, promptly on acceptance. . . . Ziff-Davis is working slowly toward the program of expansion that has been talked about for so long, and hopes that several of the company's dormant magazines will be revived. At the present time, writers are advised not to submit detective, mystery, or adventure material. . . . Miss Lila Shaffer has been added to the Ziff-Davis staff as associate editor.

*Cosmetics and Toiletries*, 1170 Broadway, New York, is a new Haire Publishing Co. monthly using illustrated articles on cosmetics and toiletries sales promotion stunts in retail stores, to 1000 words; interviews with buyers; merchandising stories; news items; photos; sales training articles. Editor is Laurence G. Messick. Payment is on publication at 1½ cents a word.

*Stop*, 340 E. 57th St., New York 22, is being published by Arthur G. Brest, former publisher of the defunct *Go*. *Stop* is described as "assorted goods in a small package," and will use short-short articles on popular subjects, profiles, with a preferred length of 1200 words. Payment ranges from \$50 to \$100 on acceptance.

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Comedy World and the Professional Cartoonist, 104 E. 40th St., New York, is the result of the merger of the two individual publications. The monthly desires humorous short stories and novellettes for magazines, and monologues for night club comedians, and radio comics, and short skits for Broadway. "No payment is made, but we try to arrange employment for contributors with radio and night club comedians," reports George Lewis.

Laundryman's Cleaner's Guide, Loyless Publications, Atlanta, Ga., is in need of a few correspondents in the 16 Southern and Southwestern states that it covers, plus Washington, D. C. "Writers who are capable of supplying merchandising, advertising, production, selling, management, layout, etc. Articles are invited to query," writes Denton Harris, associate editor. "We also feature a monthly news parade that gives intensive coverage to all the states." Mr. Harris adds that the Guide is in a position to extend courteous and helpful advice to all contributors. Reports, he says, won't take more than a week, and payment at 1 cent a word and up is made at the closing of each issue.

Mademoiselle, 122 E. 42nd St., New York 17, Billie Watson, Assistant Fiction Editor, assumes its reader-age at present to be 18 to 30, rather than 18 to 36. Current best length for stories and articles is 2000 to 4000 words.

The Occidental Publishing Co., publishers of Western Flying, has moved from 304 S. Broadway, Los Angeles 13, to 4328 Sunset Blvd., Los Angeles 27.

Changes are in progress at Everywoman's, 1790 Broadway, New York 19, which make it advisable for writers to hold off on submissions temporarily.

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*Zing*, published by the Band Leaders Publishing Co., 215 4th Ave., New York 3, uses brief stories of 850 to 1500 words, cartoons and verse, 4 to 20 lines, all of a humorous nature. Cartoons should be submitted in roughs. This publication, a quarterly, was formerly named *Cheer*. Edward Murphy, editor, offers an average of \$25 each for stories, and 25 cents a line for verse.

*Camping Magazine*, 181 Chestnut Ave., Metuchen, N. J., published monthly from November through June, uses articles, fillers, news items, photos, cartoons, on subjects relating to organized camping. Howard P. Galloway is editor.

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Concordia Publishing House, 3558 S. Jefferson St., St. Louis, is planning to bring out a magazine of a religious nature, not as yet titled. The monthly is designed for every member of the family, and will use fiction, articles, cartoons, poetry, and fillers, all of which are now being bought. The short stories should run from 3000 to 6000 words, and short-shorts approximately 1000 words. Payment will be low, \$10 to \$25 for fiction and articles. Rev. Henry Rische is editor.

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*Venture*, New Haven, Conn., edited and published by John Papale, has been discontinued.

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### MOSTLY PERSONAL

(Continued from Page 14)

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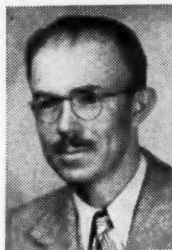
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